



Georgia World Congress Center Authority
Request for Qualifications / Request for Proposal (RFQ/RFP)

To Provide
Services and Resources

For

Hotel Development

RFQ No. GWCCA-HOTEL-1



Georgia World Congress Center Authority
REQUEST FOR QUALIFICATIONS
 RFQ No. GWCCA-HOTEL-1
Hotel Development
 Atlanta, Georgia

I. General Information

A. PROCUREMENT OVERVIEW

The Georgia World Congress Center Authority (“GWCCA” or the “Authority”) is interested in receiving responses from firms specializing in development of large hotel facilities in urban settings and/or convention hotels, and in providing comprehensive development services in close coordination with public entities such as the GWCCA. The Authority is considering the development of an 800 to 1,200 room convention hotel (the “Hotel” or “Project”) on the campus of the Georgia World Congress Center (“GWCC”) in downtown Atlanta, Georgia. The Authority now intends to identify qualified firms and possibly solicit proposals from such firms for development of the Hotel in a public/private partnership structure. This Request for Qualifications (RFQ) seeks to identify potential providers of these services. One or more firms that respond to this RFQ by submitting statements of qualifications may be determined to be especially qualified and capable of delivering services, and may be deemed eligible to receive the Authority’s Request for Proposal (RFP) for further consideration by the Authority to possibly provide these services as the “Developer”.

All respondents to this RFQ are subject to instructions communicated in this document, and are cautioned to completely review the entire RFQ and follow instructions carefully. The Authority retains the right to reject any or all statements of qualifications or subsequent submittals and/or proposals, and to waive technicalities, irregularities, and informalities, and retains the right to cancel or conclude this procurement at any time without selecting a firm to provide the described services, without any liability to any respondents, or any other person or entity, and is under no obligation to make an award relating to this RFQ or prospective RFP to any person or entity. The final terms of any development Agreement for the Project contemplated by this procurement will comply with the final terms and conditions of all prevailing Agreements which the Authority may hold; subject, in all cases, to strict compliance with the applicable provisions of the laws of the State of Georgia.

B. IMPORTANT- A RESTRICTION OF COMMUNICATION IS IN EFFECT FOR THIS PROJECT.

From the time of advertisement of this RFQ solicitation, through prospective issuance of an RFP and proposal evaluation until final award is made to a successful respondent and such award is announced, interested firms are not allowed or permitted to communicate about this solicitation or scope with any staff or any official representatives of the Authority or their consultants involved in this procurement, except for submission of questions as instructed in the RFQ, or as provided by any existing work agreement(s). Finalists and Apparent Awardee(s) are restricted from making public statements or press releases about their selection as finalists or their apparent award. For violation of this restriction, the Authority reserves the right to reject the submittal of the offending respondent.

C. PROJECT INFORMATION

1. Authority Information

The Authority is a public instrumentality of the State of Georgia and encompasses and operates facilities to promote economic benefit to the citizens of the State of Georgia. The GWCCA facilities host a wide variety of conventions, consumer/trade shows and corporate events each year. Located in downtown Atlanta, the Georgia World Congress Center (GWCC) is the 4th largest convention complex in North America and features 1.4 million square feet of prime exhibit space (3.9 million square feet total), 12 exhibit halls, 104 meeting rooms, three auditoriums and two grand ballrooms (33,000 and 25,700 square feet). The Authority oversees operations of the 200-acre campus that includes the GWCC, Georgia Dome and Centennial Olympic Park. The complex comprises one of the finest convention, sports, and entertainment complexes in the world. The Georgia International Plaza includes a pedestrian plaza on Andrew Young International Boulevard adjacent to the Georgia World Congress Center and Georgia Dome. The GWCC has 7000 parking spaces, in various decks and lots. In addition to the Atlanta facilities, the GWCCA manages the operation of the Savannah International Trade and Convention Center (SITCC) in Savannah, Georgia. **An aerial view of the existing GWCCA facilities is included herein as Attachment B.**

Centennial Olympic Park (COP) is the largest center-city park to be developed in the United States in the last 20 years. The 21-acre park was developed and is operated by the Georgia World Congress Center Authority and hosts a variety of events, from corporate receptions and picnics to major concerts and festivals. Centennial Olympic Park is located adjacent to the Georgia World Congress Center.

New Stadium Project (NSP). The NSP is a new state of the art, retractable roof, multipurpose stadium which is under construction on the GWCCA campus. In 2017 the NSP will replace the Georgia Dome as the new home field for the Atlanta Falcons, a franchise in the National Football League (the "NFL"). The NSP will host other professional and amateur sports, entertainment, cultural, and commercial events, and include related parking facilities and support infrastructure. **Thorough information about the new stadium, including development timelines, stadium plans and renderings, construction schedule and progress reports, etc. may be found at: <http://www.gwcc.com/about/stadium/Default.aspx>**

2. Project Goals

The Authority envisions a new Hotel, if developed, to be an immediate enhancement to financial viability and dynamism of surrounding facilities, GWCC convention business, and to the City of Atlanta and the State of Georgia in general. While not seeking to be overly prescriptive on design, the Authority expects that the Hotel will exemplify exceptional architecture that complements the balance of the GWCCA convention, sports, and entertainment activity with the vitality of downtown Atlanta. The Hotel will function in harmony with, and support the activities and events of the GWCC, COP, and the NSP. It is envisioned that the new Hotel should create and support new demand for GWCC facilities, promote larger events in adjacent areas of the GWCC, and possibly spur additional development in the area. The prospective Hotel will also exemplify environmentally-sustainable technology related to design, construction, and efficient operation. The eventual development and design of the Hotel should allow for maximum flexibility in order to respond to changes in community and market needs over coming decades.

The Authority commissioned three independent market demand studies, which were completed in late 2013, and all of which generally support the Authority's pursuing development of convention center hotel. **The market studies are included with this RFQ as Attachment A.** Based on the studies and on additional market research conducted since the studies, the following important design and operational aspects or parameters are generally envisioned to be appropriate for the Hotel:

- 800 to 1,200 room facility.
- Net meeting room space of at least 60,000 square feet, exclusive of pre-function/service areas, etc.
- Booking policy, room block agreement, service agreements and/or exclusives, and facility access/usage arrangement with GWCCA.
- Restaurants, pools, fitness center, business center, and other amenities determined appropriate.
- Appropriate parking facilities, in addition to possible partial utilization of GWCCA Campus parking facilities.

- Direct proximity and access to buildings B and C of the GWCC and the NSP.
- Nationally recognized upper-upscale to luxury brand affiliation, or, if non-affiliated, appropriate dedication of Developer/Operator resources for development and operation at upscale/luxury level.

II. Scope of Services

A. DESCRIPTION OF SERVICES OF THE DEVELOPER

Note- The Authority considers the services which are envisioned and generally described herein to be necessary. Respondents shall assume them to be mandatory. The actual, final scope of services, however, may differ, may be greater or lesser, and shall be determined prior to execution of a prospective Development Agreement with a successful firm after the RFP process. The relationship of Developer to the Authority is envisioned to be that of an independent entity, regardless of eventual financial arrangements selected for actual development. It is recognized that the Developer “team” will likely eventually be made up of multiple entities (Developer, Financing Partner, Operator, etc.). The development, design, construction, and operation of the Project will be governed by a Development Agreement with other supporting project agreements and ground leases likely. The Developer will be responsible for:

1. Thoroughly evaluating the analyses conducted to date concerning the proposed Hotel, and conducting or commissioning additional updated analyses.
2. Assembling a suitable development team experienced in the development, financing, design, construction, implementation, branding, and operational management of convention-oriented hotels, particularly those situated in a mixed-use, urban environment.
3. Entering in to a public-private arrangement such that the present and future economic, operational and connectivity goals and objectives of the GWCCA are aligned with the selected private-sector development entity. This includes utilization of Developer experience and abilities in the establishment of facility use agreements and convention center hotel booking policies.
4. Capitalizing the proposed Hotel with a combination of equity and debt that acknowledges both the cyclical nature of the lodging industry and the probable highly-visible location of the Project within the GWCCA campus.

The eventual Developer and Developer team will be responsible for all aspects of the envisioned Project through final occupancy, with coordinated approval of the Authority. The Developer, including through the services of its approved Architect shall have overall responsibility for the design of all elements of the Project in accordance with all applicable laws, the requirements of Developer and Authority, and all technical services necessary or required in connection with the design of the Project. Developer shall be responsible for all services provided whether such services are provided directly by Developer or by the Financing Partner, Architect, Operator or any of its team or subconsultants. The scope of the basic services to be provided relative to the Project shall include, but not be limited to, the following disciplines to the extent necessary to provide a complete, and fully coordinated development program for the Hotel:

- Urban Development
- Land Use Planning
- Financial Analysis
- Financial Planning
- Financing
- Hospitality Market Analysis
- Community Involvement Planning
- Architecture
- Civil Engineering
- Structural Engineering
- Mechanical Engineering
- Electrical Engineering
- Space Management
- Construction and Construction Administration

- Plumbing and Fire Protection Engineering
- ADA design
- Audio, video, communications and information technology design
- Acoustic design
- Code compliance
- Furniture, fixtures and equipment (FF&E) design and specification.
- Interior design
- Sustainability / LEED certification, energy modeling, building analysis and commissioning
- Vertical Transportation design and engineering
- Traffic and Pedestrian Engineering
- Wayfinding/Signage
- Hotel Operation
- Event planning and coordination
- Human Resources planning
- Event Marketing
- Transportation and alternatives planning

The successful Developer and team will be well-versed in upscale hospitality industry best practices, appropriate upscale hotel design, hotel building codes, and the use, selection, and availability of construction materials trending in the upscale/luxury hospitality sector. The Developer and team will have experience in the oversight of large hotel projects of extreme complexity, including extensive experience in providing leadership in projects that utilize highly-technical building methods and applications. The Developer will have extensive experience in a leadership position utilizing the integrated services of analysts, architects, engineers, construction managers, financial staff, and project managers, and shall have the demonstrated ability to do so successfully.

Responsibilities of the Developer will also include: conceptual and logistical planning during preconstruction, construction, facility transition periods near the end of the Project; operating plan development, provision of project quality control systems, insurance, safety and compliance programs, constructability reviews as necessary, monitoring construction building controls and milestone schedules; review of reports, manuals, and developed standards from providers of inspection, testing, commissioning, and training services; effectively monitoring project costs; negotiating contracts for labor, material and services to the extent necessary. The Developer and team will have the responsibility for overseeing and implementing the Project on a daily basis pursuant to its agreement(s) with the Authority, and will provide the resources and expertise necessary to effectively monitor, review, and help coordinate as necessary, on the Authority's behalf, services performed by others involved in the Project. The Authority will assign a contract administrator for the prospective Development Agreement, whose services also may be augmented with that of other resources.

The Developer will keep the Authority well-informed of the progress of the Project through all phases, and will ensure that the relevant Authority agreements and event contracts impacted by the Project are being adhered to. The Developer, as a part of its services, will provide collegial collaboration, guidance, and assistance. The Authority will insist that all Developer team members for this Project approach it with a spirit of teamwork, openness, and partnership. The Developer will be responsible for providing, through the remaining RFP process and prospective Development Agreement, all elements of suitable and successful hotel development and operation. The brand or non-affiliated entity determined for the Hotel must have an established track record of successfully developing large, upscale or luxury convention center hotels, preferably in a mixed-use, urban environment. The operator for the Hotel must possess an established history of successfully managing large, convention center hotels, preferably in a mixed-use, urban environment, with demonstrated experience in the establishment and use of room-block agreements and facility access/use policy agreements.

III. Evaluation and Selection Process

A. OVERVIEW

The Authority will solicit statements of qualifications for evaluation and ranking for determination of one or more finalist firms for further consideration in a full proposal process, and possible selection of a successful firm. The Authority has enlisted the following appropriate resources for assistance in carrying out this process:

1. Project Procurement Director

This individual shall be assigned by the Authority and will be responsible to the Authority. This individual shall be the Issuing Officer of the solicitation and shall facilitate this procurement process, including posting of solicitations and notices, receipt of submittals and questions, coordination of review, evaluation, ranking recommendation, facilitation of any meetings and interviews, and other duties up to, and throughout selection, and assistance with negotiation and prospective execution of a Development Agreement.

2. Selection Committee

This Committee shall be composed of qualified persons approved by the Authority to review and evaluate respondent firms' statements of qualifications and subsequent submittals, and possibly interview qualified finalist firm(s) for ranking. This Committee shall retain the ability to utilize qualified persons and other resources for advisement as the Committee deems necessary.

B. METHOD OF COMMUNICATION

Public procurement documents, including attachments, and associated addenda (if issued) will be publicly posted on the Georgia Procurement Registry ("GPR") at the following web address (and may be directly downloaded using Acrobat 7.0): http://ssl.doas.state.ga.us/PRSapp/PR_index.jsp. General communication of relevant, significant information regarding this solicitation will also be made via the GPR. Known interested firms and those firms which are deemed likely to be interested may be directly solicited immediately after public advertisement, however all firms are responsible for checking the GPR on a regular basis for updates, clarifications, and announcements. The Authority reserves the right to communicate via electronic-mail with the respondents' primary contacts listed in the Statements of Qualifications. **The Project Procurement Director named herein shall be the SOLE point of contact for participating firms for the duration of the procurement.** Other specific communications will be made as indicated in the remainder of this RFQ. In accordance with Section I-B above, the Authority reserves the right to reject the submittal of any respondent violating this provision.

C. EVALUATION OF STATEMENTS OF QUALIFICATIONS (STEP 1)

The Selection Committee will evaluate all submittals upon submittal validation by the Project Procurement Director, which shall include verification of receipt-on-time and in good order (apparent responsiveness). Responsiveness validation will also include verification of receipt of the following signed and notarized Exhibits: Exhibit I, *Statement of Qualification Certification* form; Exhibit II, *Georgia Security and Immigration Compliance Act Affidavit* form; and Exhibit III, *Non-Discrimination Certification* form. Each Selection Committee member/evaluator will assign points using the criteria identified in Section VI. Under facilitation and coordination from the Project Procurement Director, the members will thoroughly review and evaluate Statements of Qualifications submitted in response to this RFQ, using the criteria herein. For each evaluator, the points assigned to each criterion will be totaled and an individual evaluator rank will be determined for each firm. One or more of the highest-ranked firms may be chosen for further eligibility as finalists.

D. FINALIST NOTIFICATION

The names of the firm(s) selected as finalist(s) will be posted on the Georgia Procurement Registry. Finalists will also receive written notification ("Finalist Notification") from the Project Procurement Director. The Authority's **Request for Proposal (RFP)** will be finalized and may then be issued to all finalists, which will address the necessary elements of the remainder of the selection process, and describe proposal deliverables and criteria for evaluation, along with other appropriate information.

IV. Request for Proposal

A. ANTICIPATED ELEMENTS OF THE PROSPECTIVE RFP

While the actual RFP requirements will be finalized after the RFQ process, it is anticipated that finalists can expect the following elements, subject to change:

1. Detailed Authority Program Information and Instructions

The Authority's RFP will provide in-depth information to finalists, including information on pre-proposal site visits, additional existing studies, plans, additional site information, maps, relevant established agreements, standards, refined development objectives and other guiding information. The RFP will communicate proposal submission requirements, deadlines, interview information, evaluation criteria, and other information deemed necessary.

2. Potential Proposal Deliverables (for Finalists only)

The Authority anticipates the finalists' proposals in response to the RFP will be required to include, but not be limited to, the following:

- a. Cover Letter
- b. Executive summary including Hotel vision and strategy
- c. Detailed proposed Developer team information
- d. Conceptual elevation and perspective renderings of Hotel complex to include preliminary layouts and exploratory plans for room counts, building height, and other components of design.
- e. Preliminary Sustainability plan
- f. Preliminary Space use plan
- g. Connectivity and transportation circulation estimate
- h. Preliminary Program Management plan
- i. Preliminary Community Involvement plan
- j. Preliminary Equal Opportunity Plan
- k. Financial Analysis of Development and assumptions
- l. Developer financial statements, capacity. and audit information
- m. Development Pro-forma
- n. Underwriting terms, ground lease terms, and payment schedules
- o. Preliminary Hotel Operating plan, including booking policy/access-use agreement structure
- p. Preliminary Hotel Event Marketing and Coordination plan
- q. Preliminary schedule of events through final occupancy
- r. Disclosure forms

*Respondents must **NOT** submit the above information with Statements of Qualification. Only Finalists will be allowed to submit the potential RFP deliverables.*

V. RFQ Schedule of Events

The following Schedule of Events table represents the Authority's best estimate of the schedule that will be followed. All times indicated are prevailing times in Atlanta. The Authority reserves the right to adjust the schedule, with prior notice, as it deems necessary.

a. Project Procurement Director issues public advertisement of RFQ-		1/16/15
b. Deadline for submission of written questions and requests for clarification-		1/26/15 2:00 PM
c. Project Procurement Director provides answers/clarifications/addenda-		2/3/15
d. Deadline for submission of Statements of Qualifications (SOQs)-		2/16/15 2:00 PM
e. SOQ evaluation completed and Project Procurement Director issues Finalist Notification		2/27/15

VI. DELIVERABLES for Statements of Qualifications

Statements of Qualifications must include certain signed and notarized Exhibits, which are provided herein, as follows: Exhibit I, *Statement of Qualification Certification* form; Exhibit II, *Georgia Security and Immigration Compliance Act Affidavit* form; and Exhibit III, *Non-Discrimination Certification* form.

The Statements of Qualifications must be submitted in accordance with the instructions provided in Section VIII-B, must be categorized and numbered as outlined below, and must be responsive to all requested information below:

IMPORTANT-- At this (RFQ) stage, the Authority is interested in receiving specific qualifications information about the interested firms and known team members only. It is anticipated that many interested Developer firms will not establish expanded teams until later in the prospective (RFP) process. However, deliverables are requested below in such a way as to also provide the Authority with general information on the firm's past project teams, the firm's ability to assemble qualified teams, and team members potentially available to the firm for inclusion in this Project.

A. STABILITY AND RESOURCES

1. Provide basic company information: company name, address, name of primary proposing contact, telephone number, fax number, e-mail address, and company website (if available). If the firm has multiple offices, the qualification statement shall include information about the parent company and branch office separately. Identify office from which project will be managed and this office's proximity to the GWCCA. Provide form of ownership, including state of residency or incorporation, and number of years in business. Is the respondent a sole proprietorship, partnership, corporation, limited liability Corporation, or other structure?
2. Briefly describe the history and growth of your firm(s). Provide general information about the firm's personnel resources, including disciplines and numbers of employees and locations and staffing of offices.
3. Has the firm or any affiliate been involved in any arbitration, litigation, mediation, dispute review board or other dispute resolution proceeding occurring during the last ten (10) years involving an amount in excess of \$500,000.00? Also describe any pending regulatory inquiries that could impact your ability to provide services if you are the selected. List any indictments that have been issued against the envisioned project team members or principals of the firm.
4. Provide a Statement of Disclosure, which will allow the Authority to evaluate possible conflicts of interest. Respondents must provide, in their own format, a statement of all potential legal or otherwise significant conflicts of interest possibly created by the respondents or their proposed team being considered in the selection process or by the respondent's or their team's involvement in the project. Respondents should provide information as to the nature of relationship(s) with parties in such potential conflicts.
5. Provide name of insurance carrier(s), types and levels of coverage, and deductible amounts per claim.
6. List the submitting firm's annual average revenue for the past five (5) years. Provide current standard financial statement, or Dun & Bradstreet ("D&B") report indicating the Respondent's current Net Worth, D&B rating, and working capital position. Supply main banking references of the submitting firm.
7. Has the firm ever been removed from a contract or failed to complete a contract as assigned? Explain.

B. EXPERIENCE AND QUALIFICATIONS

1. Provide information pertaining to the principal personnel including but not limited to: Principal in Charge, Lead Project Manager and all other key personnel. Please include resumes and professional registration information for personnel identified. Provide an Organization Chart for the principal known team. Provide information on level of commitment for proposed senior personnel and key members of

principal team. Provide their demonstrated experience in structuring and financing real estate projects of a size and scope comparable to the proposed Project, including proficiency in hotel development proximate to major convention centers.

2. Provide experience of key resources on relevant projects of the firm including professional qualifications and description of involvement/experience for proposed project staff. This should include the degree of apparent relevant competencies of the principal professional(s) and lead staff relative to the project and services required, and evidence of competence. Provide information in regard to experience with team cooperation (listing past team members), understanding of the hospitality and convention industry as it relates to development, and other relevant experience. *(At this stage, firms are asked for information on lead staff only, but each firm may list qualifications and experience on more than one lead individual who are being proposed for services).*
3. Provide information on the firm's demonstrated record of successfully developing mixed-use real estate projects of a comparable size and scope to that envisioned for the GWCCA. Describe no more than six (6) and no less than three (3) programs or projects, in order of most relevant to least relevant, which demonstrate the firm's capabilities to provide services for the Authority. For each program or project, the following information should be provided:
 - a. Project name, image or rendering of completed project
 - b. Client entity name, project location and dates during which services were performed.
 - c. Clear description of overall project (size, cost) and services performed by each team member.
 - d. Description of the financing structure, including public/private structure, if applicable.
 - e. Construction Delivery Method of the project.
 - f. Exact duration of project services provided by your firm.
 - g. Client contact information including contact names and telephone numbers. (Include Public client)
 - h. Worst problem encountered in the project and how it was overcome.
4. Provide a statement on the firm's experience and qualifications in an executive developer role over multiple providers and phases of planning, financing, preconstruction, design, construction, branding, and successful operation for similar projects. Include any oversight of projects of relevance or extreme complexity, including experience in providing leadership in projects in busy public campuses. Include any certifications, industry ratings, and national or international achievement recognitions, etc., to attest to the level of experience and success. Describe innovations that the firm might have introduced or employed to increase the development's adherence to guiding objectives.
5. Specifically address the firm's proven ability to completely fulfill the requirements as it relates to the Project.

C. SUITABILITY

Provide any information that may serve to differentiate your firm from other firms in suitability for the project including but not limited to:

1. Furnish evidence of the firm's fit to the Project and/or needs of the Authority, any special or unique qualifications for the Project, or unique approaches to this particular Project.
2. Supply current and projected workloads.
3. Provide a detailed statement on the firm's understanding of best practices in convention center hotel development and operation and utilization of booking policy/access-use agreements for optimal benefit.
4. Describe any special or enhanced capabilities offered by the firm or known team members that may be particularly suitable for this Project.
5. Describe ability to gather resources in vicinity to the Project, and/or any knowledge of the Project area, current area developments, and/or area history which may uniquely benefit the firm and Project.
6. In addition to the Non-Discrimination Certification form (Exhibit III), provide any additional non-discrimination and equal employment opportunities policies of the firm and clear evidence of past efforts or success in W/MBE-DBE inclusion. Provide a statement of your firm's ability to pursue W/MBE

inclusion for this project. (Note- More information on this item may be provided to finalists in the prospective RFP phase, including definition of any desires or objectives of GWCCA for such inclusion).

7. Provide a statement of suitability which includes the firm's ability to assemble appropriate and suitable team members. Include a list of potential appropriate team members the firm believes will be available to contract with the firm for Project services.

D. PAST PERFORMANCE

1. Provide at least six (6) references for projects described in Section B-3, above, including references from (as applicable) facility manager and/or Owner. Provide at least one (1) reference from a public entity. Provide references which indicate level of adherence to development budget and schedule (original vs. final).

VII. Evaluation Criteria (for Step I)

A. Criteria for Evaluation of Statements of Qualifications

The Selection Committee will evaluate Statements of Qualifications using the following criteria:

- 15% Factor} Stability and resources of the submitting firm, including the firm's history, status, growth, overall resources of the firm, form of ownership, litigation history, financial information, and other evidence of stability.
- 40% Factor} Firm's relevant experience and qualifications, including the demonstrated ability of the firm in effective development services for projects comparable in complexity, size, and function, for customers similar in scope to the Authority and other similarly-structured Owner organizations. This includes relevant experience and qualifications of the principal and lead staff and level of experience in all phases of project development, and evidence of proficiency and success in hotel development proximate to major convention centers.
- 30% Factor} Firm's apparent suitability to provide services for project, including the firm's apparent fit to the project type and/or needs of the Authority, any special or unique qualifications for the project, suitability for active convention center hotel development, understanding of the hospitality and convention industry, current and projected workloads (*available* resources), proximity of office(s) and/or lead staff to project location and/or proven ability to assemble appropriate teams and gather resources in location of service, proposed quality control/quality assurance procedures, special or enhanced capabilities, firm's non-discrimination and equal employment opportunities policies and evidence of past efforts or success in W/MBE-DBE inclusion, as well as the firm's record and methodology of addressing public safety and environmental concerns.
- 15% Factor} Past performance evidence of the submitting firm and its teams, including level of quality of the services of the firm to previous customers, customer's statements of that quality, the firm's ability to meet established time requirements, the firm's response to project needs during development phases, the firm's control of quality and budget.

VIII. Submittal Conditions

A. SUBMITTAL OF QUESTIONS AND REQUESTS FOR CLARIFICATION

Questions about any aspect of the RFQ, or the project, shall be submitted prior to the appropriate deadlines indicated in the Schedule of Events, and shall be submitted in writing to:

Richard Sawyer
Project Procurement Director
Hotel Development
Georgia World Congress Center Authority
 e-mail: rsawyer@qwcc.com

The deadlines for submission of questions relating to the RFQ are the times and dates shown in the (*Schedule of Events- Section V*). From the issue date of this solicitation until a successful respondent is selected and the selection is announced, the Restriction of Communication shall be in effect. For violation of this provision, the Authority shall reserve the right to reject the submittal of the offending respondent. At any time prior to the submission date, the Authority may issue an RFQ addendum to further clarify any part of this RFQ, amend this RFQ or issue instructions or further information. Each such addendum will be posted and/or distributed to all respondents. In addition, the Authority may adjust any timelines related to the project referenced herein or otherwise.

B. SUBMITTAL OF STATEMENTS OF QUALIFICATIONS

One (1) original and six (6) copies of the qualifications shall be prepared, for a total of seven (7) sets. One complete copy must be provided via CD/DVD or flash drive as a SINGLE .pdf file. Each submittal shall otherwise be identical and include a transmittal letter. Submittals must be printed on standard (8½" x 11") paper. The pages of the qualification submittals must be numbered. A table of contents with corresponding tabs must be included to identify each section as instructed in this RFQ. Responses are limited to 30 pages (preferably 15 double-sided pages) or less using a minimum of size 11 font. One (1) page of the SOQ shall be devoted to an Organization Chart (requested in deliverable VI-B-1). This page shall be single-sided and not exceed 11" x 17" in folded out size. Additional information should not be added on this page. Each SOQ shall be prepared simply and economically, providing straightforward, concise delineation of respondent's capabilities, and a reasonably manageable electronic file size. Fancy bindings, irrelevant colored displays and promotional materials are not desired. Emphasis must be on completeness, relevance, and clarity of content. **NOTE:** All pages shall be included in the page limit EXCEPT for the front cover, cover (transmittal letter), table of contents, tab dividers, organization chart, Exhibit I, Exhibit II, and Exhibit III. Submittals must be sealed in an opaque envelope or box, and reference **RFQ GWCCA-HOTEL-1 and the words "STATEMENT OF QUALIFICATIONS"** must be clearly indicated on the outside of all of the envelopes or boxes. Statements of Qualifications **must be physically received by the Project Procurement Director** prior to the deadline indicated in the Schedule of Events (*Section IV of RFQ*) at the exact address below:

**Georgia World Congress Center Authority
GWCC Administration Reception
Attention: Richard Sawyer, Project Procurement Director
Hotel Development
285 International Boulevard, NW
Atlanta, Georgia 30313-1591**

No submittals will be accepted after the time and date set for receipt. Statements of Qualifications submitted via facsimile or e-mail will not be accepted. All SOQ submittals shall be considered proposals, and all submittals upon receipt become the property of the Authority. Labeling information provided in submittals "proprietary" or "confidential", or any other designation of restricted use will not be binding upon the Authority or its representatives and will not protect the information from public view. Subject to the provisions of the Open Records Act, the details of the proposal documents will remain confidential until final award. All expenses for preparing and submitting responses are the sole cost of the party submitting the response. The Authority is not obligated to any party to reimburse such expenses.

C. RFQ CONDITIONS

1. Respondents understand and agree that the Authority has the right to reject any and all submittals or to cancel the RFQ process at any time without any liability to the Authority or any other person, and is under no obligation to make an award relating to this RFQ and prospective RFP to any person or entity. In addition, the Authority reserves the right to evaluate only those submittals determined to be fully responsive to the RFQ and RFP. All such decisions are ultimately to be made in the sole discretion of the Authority, for any reason or for no reason whatsoever, and the Authority is under no obligation to assign any reason for the rejection, non-review or non-acceptance of any SOQ. Under no circumstances shall this RFQ or prospective RFP be construed as a contractual offer.

2. Respondents understand and agree that the Authority may, in its sole discretion, request SOQs and proposals from, and subsequently enter into an agreement with, any entity selected in this process, including any entity that has previously worked with the Authority in any capacity. Furthermore, Respondents shall not hold the Authority, other Parties, their respective affiliates and/or any of their respective employees, representatives, agents, attorneys, advisors or consultants liable for any reason whatsoever related to this RFQ or prospective RFP and respondents hereby waive all such claims.
3. Respondents may make no modification, correction or withdrawal of their submissions after the submission date. By submitting its submission, each respondent represents that: (i) it has read and understands this RFQ, (ii) its submission complies with the requirements of this RFQ, (iii) respondent has the necessary corporate authority to submit its SOQ
4. All information supplied in this RFQ or by the parties or anyone acting on behalf of the parties to each respondent is provided solely as a convenience to facilitate the selection process. The parties do not guarantee the accuracy or completeness of any such information supplied. In addition, respondent shall not rely on any express or implied statements, warranties or representations made by the Parties or anyone acting on their behalf. Respondent agrees that the parties and their affiliates and their employees, representatives, agents, advisors or consultants cannot be held liable for any such statements, warranties or representations or inaccuracies or incompleteness in any information provided.
5. Small and Minority Business Enterprise

It is the policy of the State of Georgia that small businesses, female-owned businesses and minority businesses have a fair and equal opportunity to participate in the State purchasing process. Therefore, the Developer and the Authority encourages all small businesses, female-owned businesses and minority-owned businesses to compete for, win, and receive contracts for goods, services, and construction. This desire on the part of the Developer and the Authority is not intended to restrict or limit competitive bidding or to increase the cost of the work. The Developer and the Authority support a healthy free market system that seeks to include responsible businesses and provides ample opportunity for business growth and development. The Georgia Department of Administrative Services maintains an office to assist small businesses, female-owned businesses and minority businesses in understanding the State procurement process. In addition to contacting the Authority Purchasing Department, all businesses, female-owned businesses and minority businesses can also contact the Governor's Small Business Center at the following address for assistance:

The Governor's Small Business Center
 75 5th Street, N.W., Suite 825
 Atlanta, Georgia 30308
 Telephone: (404) 962-4824

The Minority Business Coordinator of the Authority is Mercy Mbugua, 404-223-4244, e-mail:mmbugua@gwcc.com. All Respondents should be aware that contractors and subcontractors who utilize qualified minority subcontractors may qualify for a Georgia state income tax credits for qualified payments made to minority subcontractors. See O.C.G.A. § 48-7-38.

6. Drug Free Workplace

The Authority, as policy, operates all facilities as a drug-free workplace, and requires that the labor force of the consultant be drug-free. The consultant hereby acknowledges this requirement, and asserts that the organization of the consultant adheres to such policy and practice. The consultant acknowledges that it may be required to produce certificates affirming its compliance of these requirements of drug-free workplace for duration of agreement term, at execution, or at any time during the term of the agreement. The consultant shall secure from any sub-consultant hired to work in a drug-free workplace the following written certification: "As a part of the subcontracting agreement with (consultant's name, sub-consultant's name) certifies to the consultant that a drug-free workplace will be provided for the sub-consultant's employees during the performance of this contract pursuant to paragraph 7 of subsection B of Code Section 50-24-3." The consultant may be suspended, terminated, or debarred if it is determined that: 1. The consultant has made false certification hereinabove; or 2. The consultant has violated such certification by failure to carry out the requirements of Official Code of Georgia Section 50-24-3.

7. Non-Discrimination

The Authority shall require, prior to, or incidental to, the award of a contract, confirmation by the respondent stating that the respondent has not discriminated and will not discriminate on the basis of race, creed, color, sex, religion or national origin in any of its employment practices with respect to the work force of the business, or procurement services in connection with this project. The successful respondent will be required to execute certificates, affirming these requirements of non-discrimination. More information is provided herein (See Exhibit III).

8. Vendor Protests

The Authority has established policy and procedures for processing protests from vendors, bidders or proposers regarding the bidding solicitation process and/or award of contracts related to any organizational entity of the Authority. More information on the policy and procedures can be obtained by contacting the GWCCA Purchasing Department. Bidders/Proposers are hereby cautioned that the policy dictates the following requirements of the Bidder/Proposer:

a. An actual bidder/proposer who is aggrieved regarding the award of a contract must file a written protest in accordance with this policy no later than ten (10) calendar days following the award.

b. A vendor who is aggrieved regarding a solicitation must file a written protest in accordance with this policy no later than two (2) business days prior to submittal deadline.

Exhibit I

STATEMENT OF QUALIFICATIONS CERTIFICATION FORM

I, _____, being duly sworn, state that I am _____ (title) of _____ (firm) and hereby duly certify that I have read and understand the information presented in the attached proposal and any enclosure and exhibits thereto.

I further certify that to the best of my knowledge the information given in response to the Request for Qualifications is full, complete and truthful.

I further certify that the submitting firm and any principal employee of the submitting firm has not, in the immediately preceding five (5) years, been convicted of any crime of moral turpitude or any felony offense, nor has had their professional license suspended, revoked or been subjected to disciplinary proceedings.

I further certify that the submitting firm has not, in the immediately preceding five (5) years, been suspended or debarred from contracting with any federal, state or local government agency, and further, that the submitting firm is not now under consideration for suspension or debarment from any such agency.

I further certify that the submitting firm has not in the immediately preceding five (5) years been defaulted in any federal, state or local government agency contract and further, that the submitting firm is not now under any notice of intent to default on any such contract.

I acknowledge, agree and authorize, and certify that the proposer acknowledges, agrees and authorizes, that the Authority may, by means that either deems appropriate, determine the accuracy and truth of the information provided by the proposer and that the Authority may contact any individual or entity named in the Statement of Qualifications for the purpose of verifying the information supplied therein.

I acknowledge and agree that all of the information contained in the Statement of Qualifications is submitted for the express purpose of inducing the Authority to award a contract.

I certify we have not employed or retained any company or person, other than a bona fide employee working solely for it, to solicit or secure this contract and that we have not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for us, any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or the making of this contract.

I certify that any proposal we submit for this project shall be made without prior understanding, agreement, or connection with any corporation, firm, or person submitting or who will be submitting a separate proposal on the same project or for the same services, materials, labor, supplies, or equipment and is in all respects fair and without collusion or fraud. We understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards. We agree to abide by all conditions of this solicitation. We certify that no person associated with our firm is a member of the Board of Governor's or officer or employee of the Authority or holds any statewide elective or appointed office. We further certify that no person who holds any state-wide elective or appointed office or who is a member of the Board of Governors or officer or employee of the Authority has been paid or promised by the firm any compensation in connection with this procurement by the Authority.

A material false statement or omission made in conjunction with this proposal is sufficient cause for suspension or debarment from further contracts, or denial of rescission of any contract entered into based upon this proposal thereby precluding the firm from doing business with, or performing work for, the State of Georgia. In addition, such false statement or omission may subject the person and entity making the proposal to criminal prosecution under the laws of the State of Georgia of the United States, including but not limited to O.C.G.A. §16-10-20, 18 U.S.C. §§1001 or 1341.

Sworn and subscribed before me

This ____ day of _____, 20__.

Signature

NOTARY PUBLIC

My Commission Expires: _____

NOTARY SEAL

EXHIBIT II

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

Solicitation No. : RFQ-GWCCA-HOTEL-1

Respondent's Name: _____

STATE OF GEORGIA
CONSULTANT AFFIDAVIT

By executing this affidavit, the undersigned Consultant verifies its compliance with O.C.G.A. §13-10-91, stating affirmatively that the individual, firm, or corporation which is interested in contracting with the Authority has registered with, is authorized to participate in, and is participating in the federal work authorization program commonly known as E-Verify,* in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned Consultant further agrees that it will continue to use the federal work authorization program throughout the prospective contract period and, should it employ or contract with any subconsultant(s) in connection with the physical performance of services pursuant to this prospective contract with the Authority, Consultant will secure from such subconsultant(s) similar verification of compliance with O.C.G.A. § 13-10-91 on the Subconsultant Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Consultant further agrees to maintain records of such compliance and provide a copy of each such verification to the Authority at the time the subconsultant(s) is retained to perform such service.

EEV / E-Verify™ User Identification Number

Date of Authorization

BY: Authorized Officer or Agent
(Contractor Name)

Date

Title of Authorized Officer or Agent of Consultant

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

DAY OF _____, 201_

[NOTARY SEAL]

Notary Public

My Commission Expires: _____

*or any subsequent replacement operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603

EXHIBIT III

NON-DISCRIMINATION CERTIFICATION

The undersigned, acting by and through a duly authorized officer, does hereby affirmatively certify as follows:

- 1. The undersigned has not discriminated, and will not discriminate, on the basis of race, creed, color, sex, or national origin in any of its employment practices with respect to the work force of the undersigned which will be directly or indirectly employed by the undersigned in connection with the performance of the proposed services with the Geo. L. Smith II Georgia World Congress Center Authority (Authority).
- 2. The undersigned has not discriminated, and will not discriminate, on the basis of race, creed, color, sex, or national origin in any of its procurement practices within the scope of the aforementioned proposed services, including (a) subcontracting of the performance of any obligation imposed on the undersigned, (b) employment of any person to provide or otherwise purchase services in connection with the activities or projects under the proposed services, and (c) the purchase of goods used or provided in activities or projects within the scope of the proposed services.

Nothing herein contained shall require the undersigned to award any subcontract or contract for the purchase of goods or services on the basis of the race, creed, color, sex, or national origin composition of the ownership or work force of any firm. The undersigned further acknowledges that nothing herein is intended to restrict or limit competitive bidding in the award by the undersigned of any subcontract or other contract or is intended to increase the cost of any subcontract or other contract to the undersigned.

BY: Authorized Officer or Agent

Date

(Firm Name)

Title of Authorized Officer or Agent of Consultant

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

____ DAY OF _____, 201__

Notary Public

[NOTARY SEAL]

My Commission Expires: _____

ATTACHMENT A
MARKET STUDIES

Three (3) market demand studies for the envisioned Hotel were commissioned by the Authority from the following firms (alphabetically):

- **HVS Global Hospitality Services**
- **Jones Lang LaSalle Hotels and Hospitality Research**
- **PKF Hospitality Research**

All 3 studies may be reviewed in their entirety using the following link:

<https://gwcc.sharefile.com/download.aspx?id=s91a4224e2714f3fa>

ATTACHMENT B

AERIAL VIEW OF EXISTING GWCCA FACILITIES

