



## REQUEST FOR PROPOSAL

### HOTEL AND LODGING FEASIBILITY STUDY

#### Purpose

The City of Menasha is requesting proposals from qualified consultants to provide the City with a hotel and lodging feasibility study. The purpose of the study will be to evaluate if there is an unmet demand for any type of hotel or local lodging. In previous planning documents, including the Downtown Vision Plan and Comprehensive Plan, a hotel facility with the possibility of a banquet hall was identified as a need in the City of Menasha. There are dozens of lodging options within the Fox Cities but currently none centrally located within the City of Menasha. In addition, there is wide support throughout the community for a local lodging facility, as we have seen through various public engagement methods.

The feasibility study will be a document that will analyze Menasha's demographics and markets trends. The document will then provide recommendations for types of hotels or local lodging as well as preferred locations. The resulting analysis will be shared with interested developers and used by the City to market potentially developable sites.

#### Community Background

Menasha is a mid-sized city of 17,945 people, located 25 miles north of Oshkosh and 30 miles south of Green Bay. Menasha is centrally located in the Fox Cities and shares a border with the City of Neenah, City of Appleton, Village of Fox Crossing, and Village of Harrison. Being founded in 1848, Menasha is home to a thriving historic downtown as well as a diverse housing stock with a distinct charm.

Menasha was once known as “the Industrial City of the North” due to the



large number of industrial facilities located within the city. As industry began to change, the City capitalized on its pivotal location between the Fox River, Little Lake Butte Des Morts, and Lake Winnebago and rebranded itself as “Your place on the water”. Today Menasha is home to many a thriving commercial sector, high end manufacturing facilities, and a myriad of local shops, cafes, and boutiques. Recent developments have occurred in the downtown, including a new eight story commercial high rise completed in 2017. In addition, substantial investments have been made in recreation opportunities in the City and throughout the region. In recent years the City partnered in two large trail projects. The first being a tri-community endeavor to provide a continuance trail around Little Lake Butte Des Morts was completed in 2018. Nicknamed “Loop the Little Lake”, this 3.5 mile long trail system is a series of boardwalks, trestle trails, and paved footpaths that encompasses Little Lake Butte Des Morts and links the City of Neenah, Village of Fox Crossing, and City of Menasha. The second being a roughly 1,300 foot long board walk through the Menasha Conservancy.

Menasha has seen a lot of change over the years and seeks to continue recent progress. Whether an individual is staying for a short time or their entire life, Menasha strives to be a welcoming community with a myriad of opportunities to live, play, and work.

2017 Demographics	
Population	17,945
Median Age	37.4
Median Household Income	\$50,699
Mean Household Income	\$67,081
Total Households	7,641
Average Household Size	2.39

Source: American Community Survey 2013-2017

## Scope of Work

The City of Menasha invites proposals from qualified companies to supply the City with a Hotel and Local Lodging Feasibility Study. The study will be a product that will help guide development and determine if the City of Menasha is a good candidate for a hotel and or local lodging facility with the possibility of a banquet hall. The proposed scope of work is not intended to be an outline of the work to be included in the feasibility study. However, it is intended to be a description of the type of work to be performed.

Shall Provide:

1. Menasha Specific Market Demand Analysis
  - a. Analyze the current saturation of hotels and local lodging facilities within the Fox Cities Region.
  - b. Review and analyze the demographic, economic, and social demand for hotel/local lodging facilities within the City of Menasha.
  - c. Provide demographic, economic, and social trends for hotel/local lodging facilities.
2. Project Feasibility Study
  - a. Assess the viability of a local hotel/local lodging facility in the City of Menasha.

- b. Identify market constraints.
  - c. Analyze local hotels to assess their performance.
3. Facility Recommendation
  - a. Identify what type of facility has the greatest potential to succeed in the Menasha market: highway hotel, boutique hotel, downtown hotel, VRBO (Airbnb), motel, etc.
  - b. Identify the top potential site/corridor locations for a hotels or local lodging and describe the pros and cons of each site. If multiple types of hotels or local lodging apply, break the potential site/corridor locations down by type.
  - c. Estimate the number of rooms for the facility.
  - d. Should the facility support a Banquet Hall?

#### **Timeline**

RFP Issuance Date .....	07/15/2019
Proposal Submission Date .....	08/02/2019
Selection Period .....	08/05/2019 to 08/16/2019
Common Council Selection.....	08/19/2019
Kick Off Meeting Date.....	08/21/2019
Final Feasibility Study Submittal.....	10/18/2019
Communication to Common Council .....	11/04/2019

#### **Selection Criteria**

The City reserves the right to accept or reject any or all proposals, or any part thereof, and to accept that offer considered most advantageous to the City. The City may also waive any minor informalities or irregularities in any proposal. The City of Menasha reserves the right to select any proposal based on the following criteria:

1. Qualifications and experience of the firm on successful related work.
2. Experience and familiarity working with communities of the same size and region.
3. Availability and experience of key personnel assigned to the project.
4. A complete understanding of the project goals, market demographics, and local/regional attributes.
5. Experience with performing public outreach in a creative and captivating manner.
6. The approach your team will take with examples showcasing the firm's ability to be creative and innovative to achieve the projects goals.
7. A detailed listing of proposed fees and schedule to complete the project.

## **Local Resources**

1. Comprehensive Plan – 2008
2. Downtown Vision Plan – 2017
3. Water Street Corridor Plan - 2019

## **Submission**

All applicants must provide three hard copies and one digital copy of the proposal. Proposals are due 08/02/2019 by 12:00 PM Central Time. Submissions can be dropped off in person or mailed in to:

*Community Development Department  
Attn: Joe Stephenson  
100 Main Street  
Menasha, Wisconsin 54952*

Electronic submissions are accepted. Email the application to: [jstephenson@ci.menasha.wi.us](mailto:jstephenson@ci.menasha.wi.us) before 08/02/2019 12:00 PM Central Time. Please note that all email submittals are required to receive a confirmation to be accepted.

For more information, questions about the proposal, or to confirm submittals please contact:

Joe Stephenson  
*City of Menasha*  
*Associate Planner*  
*Phone: 920-967-3652*  
*Email: [jstephenson@ci.menasha.wi.us](mailto:jstephenson@ci.menasha.wi.us)*