



REQUEST FOR PROPOSAL

Update casino market analysis and evaluate amenity
competitiveness.

ABSTRACT

Evaluate the previous market assessment completed in 2012 and update for current market conditions, evaluate current amenities and their contribution to overall performance, determine recommended enhancements & new services based on market conditions.

Owner

Confederated Tribes and Bands of the Yakama Nation

Request for Proposals

1 INVITATION TO SUBMIT PROPOSALS:

The Confederated Tribes and Bands of the Yakama Nation is seeking proposals from a suitably qualified consultant to Evaluate the previous market assessment completed in 2012 and update for current market conditions, evaluate current amenities and their contribution to overall performance, determine recommended enhancements & new services based on market conditions.

Submission of Proposals:

Digital copies must be received by 10am Pacific Standard Time (PST) on ~~Wednesday August 22, 2019~~ Thursday September 12, 2019 at kc@yakama.com. Proposals received after that time will not be accepted.

Non-mandatory site tour:

Legends Casino will host a non-mandatory site tour on August 13, 2019 as a courtesy to prospective bids. Costs for travel and attendance at this non-mandatory meeting are the responsibility of each individual participant. RSVP to kc@yakama.com by August 9, 2019.

2 BACKGROUND & DESCRIPTION

The Confederated Tribes and Bands of the Yakama Nation is a sovereign Tribal Nation whose reservation covers approximately 1.2 million acres. Approximately 12 million acres of territory in Central Washington State was ceded by the original 14 Tribes and Bands of the Yakama Nation established by the Treaty of 1855 with the United States of America. The Yakama Nation is one of the larger tribes in the United States, with over 10,000 enrolled members.

Legends Casino opened in May of 1998 where it originally offered Class III Table Games and Keno, along with Class II Gaming such as Poker, Pull Tabs and Class II Machines. The Hotel and expanded Gaming Floor opened in March 2017. Currently, we offer over 1,500 Slot Machines, 19 Table Games, Keno, Poker Room. In 2017, a 200 room hotel expansion was completed.

3 PROJECT COORDINATION

The Yakama Nation Economic Development Office will respond to all questions in writing. Correspondence will be shared as an addendum on www.yakamanation-nsn.gov. Questions may be submitted by e-mail or postal mail. Questions must be received no later than 4:00 pm (PDT) on August, 2019. All questions must be submitted in writing and should be addressed to:

The Confederated Tribes and Bands of the Yakama Nation
Economic Development Director
P.O. Box 151
Toppenish, WA 98948
Phone: (509)865-5121 x6050
kc@yakama.com

4 SCOPE OF WORK

- Previous market assessment evaluation
 - Review and evaluate projections the previous market assessment completed in 2012 against actual conditions and performance
- Conduct and deliver findings of a new market analysis
 - Identify site opportunities and constraints
 - Considerations include but not limited to: online travel agency potential partners, evaluating family-friendliness amenities and impacts to casino performance, identify potential amenities conducive to the market, re-evaluate identified target market and competitors, recommendations to improve market share of regional meetings and conferences
- Evaluate and recommend enhancements to hotel services and amenities including food & beverage service
 - Considerations include but not limited to: area occupancy rates, crime impact rates, new competition impacts, and evaluate lacking traditional amenities and their impacts to operation and performance.

5 PROPOSAL REQUIREMENTS

Please submit general statements about your organizations qualifications and other information deemed necessary. These items will serve as the basis for evaluating proposals. Include at least the following:

- Firm name, business address, telephone, e-mail address, website address and fax numbers
- Contact person(s) with title(s)

- Professional history and affiliations
- Current staff size and professional registrations
- Range of professional service capabilities
- Identify previous experience with sovereign Tribal Nations
- A fee proposal for the project which shall include all required work as outlined in the Scope of Work, including anticipated reimbursable costs
- Please submit resumes for personnel proposed to complete the project. State their proposed project responsibilities
- List the most significant engagements (maximum of 3) performance in the last five (5) years that are similar to the engagement described in this RFP. Indicate the scope of work, date, engagement partners, total hours, and the contact information of the principle client contact.

6 LEGAL PROCEEDINGS

Identify any on-going legal proceeding or pending legal proceeding (arbitration, complaint, or court action) filed by an Owner or contractor against your firm for any project in the past five years.

7 TIMELINE

- July 25, 2019-RFP Issued
- August 5, 2019 (4:00pm)-Deadline for submitting questions
- August 8, 2019 (4:00pm)-Addendum and answers to questions posted on www.yakamanation-nsn.gov
- August 9, 2019 (4:00pm) – Deadline to RSVP for non-mandatory site tour
- August 13, 2019 –Courtesy, non-mandatory site tour at Legends Casino
- ~~August 22, 2019~~ September 12, 2019 (2:00pm)-Responses Due
- ~~August 30, 2019~~ September 26, 2019 (on or before)-Firm selection

8 TERM OF CONTRACT

The Yakama Nation and the evaluation team reserve the right to reject any and all proposals and to waive informality, technical defect, or clerical error in any proposal, as the interest of the Yakama Nation may require. The Yakama Nation reserves the right to cancel or amend or supplement the RFP, giving equal information and cooperation by way of issued addendum to all proponents through email.

9 PAYMENTS

The Yakama Nation's contract payment terms will be thirty (30) days from the receipt of approved invoices from the Consultant.