

REQUEST FOR QUALIFICATIONS  
SPORTS FACILITY FEASIBILITY STUDY  
For  
CAMP JORDAN PARK  
East Ridge, Tennessee

The City of East Ridge, Tennessee is soliciting Letters of Interest and Requests for Qualifications (RFQ) from qualified Consultants to perform a Sports Facility Feasibility Study as it relates to the potential expansion and/or enhancements of indoor and outdoor facilities located at the City's Camp Jordan Park. The project's primary goal is to generate a road map for the optimization of the park to more effectively meet current needs and future demand for local sports programming, regional tournaments, and national events that would draw teams and attendees at a regional and national level to facilitate tourism to the area.

To receive information providing details of the RFQ please contact Janet Middleton, City Recorder, at 423-867-7711 or [jmiddleton@eastridgetn.gov](mailto:jmiddleton@eastridgetn.gov) or visit the City's website at [www.eastridgetn.gov](http://www.eastridgetn.gov). To be considered for this project, Consultants must submit proposals on or before 2:00 pm EST, August 1, 2023 to Scott Miller, City of East Ridge, 1517 Tombras Avenue, East Ridge, TN 37412,

**REQUEST FOR QUALIFICATIONS  
SPORTS FACILITY FEASIBILITY STUDY  
For  
Camp Jordan Park  
East Ridge, Tennessee**



**1517 Tombras Avenue  
East Ridge, Tennessee 37412  
[jscottmiller@eastridgetn.gov](mailto:jscottmiller@eastridgetn.gov)  
423-867-7711**

**ISSUE DATE: July 6, 2023**

**RESPONSE DEADLINE: AUGUST 1, 2023**

## **I. PURPOSE**

The City of East Ridge, Tennessee (City) is seeking Letters of Interest and Qualifications Packages from qualified Consultants to perform a Sports Facility Feasibility Study as it relates to the potential expansion and/or enhancements of indoor and outdoor facilities located at the City's Camp Jordan Park.

The City of East Ridge is leading the effort to enhance and/or expand a regional community asset owned and operated by the City of East Ridge. Camp Jordan Park provides a sense of place for passive and active recreational activities and sports competitions for our East Ridge residents, regional residents, and national attendees.

## **II. DEADLINE DATES AND CONTENTS OF PROPOSAL**

**Five (5) hard copies of Letters of Interest and Qualifications Packages, along with an electronic file, will be received until 2:00 pm (EST), August 1, 2023 ("Deadline"). ALL SUBMITTALS RECEIVED AFTER THE DEADLINE WILL BE REJECTED.**

**Qualifications Packages shall be submitted in a sealed envelope with the envelope marked "Camp Jordan Sports Facility Feasibility Study." Respondents should mail or deliver the Qualifications Packages to the following:**

**J. Scott Miller, City Manager  
City of East Ridge  
1517 Tombras Avenue  
East Ridge, Tennessee 37412  
[jscottmiller@eastridgetn.gov](mailto:jscottmiller@eastridgetn.gov)  
423-867-7711**

**Limit written responses, excluding attachments, to ten (10) pages. Attachments shall include a minimum of five (5) representative projects that were completed by the Consultant with the Client contact information included. Submittals shall be signed by the authorized representatives of the responding entity. Written proposals not received on, or before, the date and time specified herein shall not be considered by the City. The responding entity is responsible for ensuring that written responses are received by the City by the time and date specified herein and accept all risk of late delivery for the method of delivery chosen, regardless of fault.**

## **III. INTRODUCTION AND BACKGROUND INFORMATION**

Incorporated in 1921, the City of East Ridge is in Hamilton County, Tennessee and borders the City of Chattanooga to its north and the Georgia state line to its south. The City, comprised of approximately 23,000 residents, is located along the I-75 and I-24 corridors, and is centrally located between the cities of Atlanta (110 miles), Nashville (141), Birmingham (154), Knoxville

(106), and Huntsville (108). Exit 1 on I-75 is located within East Ridge's corporate limits. Camp Jordan Park is located in the northeastern portion of the City adjacent to Exit 1.

Camp Jordan is a 275-acre, large-scale sports complex. For many years, the land was used as pasture and farmland. The property was known as "The Crow Farm" until the City of East Ridge purchased the property in 1975, recognizing the need for a larger recreational facility.

Development began in the form of two (2) ball fields in 1978 and the park has grown into what we know as Camp Jordan Park today. It includes the following recreation and parks amenities:

- A 275-acre, flat-topography, City-owned recreational park.
- A 34,000 square foot Arena that seats between 3,500 to 5,000, depending on the setup.
- An amphitheater with a fenced area that can hold more than 10,000 people for concerts.
- Picnic pavilions.
- 13 groomed lighted baseball/softball fields.
- 13 soccer fields (8 lighted).
- A lighted stadium soccer field.
- 2 beach volleyball courts.
- Scenic 2-mile paved walking/running trail.
- 2-mile nature trail.
- 2 canoe/kayak launches on the Chickamauga Creek.
- An 18-hole disc golf course.
- A fishing pond with a boardwalk and pier.
- Zipline and ropes course.
- Acres of grassy areas for passive, leisure activities.
- RV campground.
- 1,765 hard-surfaced parking spaces.

The City of East Ridge is seeking qualified consultants who can explore the financial feasibility of enhancing Camp Jordan Park to further serve our local residents while maximizing our opportunity to capitalize on sports tourism. The purpose of this project is to provide a full financial assessment and optimization report for the current facilities. The assessment should include operational financial proforma as well as a full economic impact analysis.

The project's primary goal is to generate a road map for the enhancement and optimization of the outdoor and indoor sports complex to more effectively meet current needs and future demand for local programming (emphasis on youth programming), regional tournaments, and national events that draw travel teams and travel attendees generating tourism to the area. The financial and economic impact analysis will be used by the City to understand the short and long-term community benefits should any enhancements or expansion of the facility take place.

Current walking trails, shelters and open spaces are seen as public amenities and are not currently part of the financial analysis the City is seeking.

#### **IV. SCOPE OF WORK**

1. Consultant shall review any existing data, documentation, and/or resources provided related to the project.
2. Consultant shall host meetings with City stakeholders to discuss goals and objectives of the project before starting their work.
3. Consultant shall provide a high-level opinion of what enhancements and expansions need to take place in order to bring Camp Jordan Park up to the level of other competitive tournament facilities. It is not anticipated that the consultant will provide design or planning services; however, any recommended program enhancements and expansions needed to support the financial analysis should be identified.
4. Based on proposed enhancements and expansions, Consultant shall provide a detailed financial forecast for the operations of the overall facility. Projections should include at minimum a 5-year cash flow forecast and a 20-year financial outlook.
5. Consultant shall provide insight into the ideal business model for the City.
6. Consultant shall provide a full economic impact analysis of the operations, to include: direct and indirect spending; room night generation; total visitation and participation; tax revenue impact; new potential funding sources; and any other factors Consultant believes is important when discussing community impact and return on investment.
7. Consultant shall provide an assessment of annual direct and indirect spending and estimated revenue sources.

#### **V. MINIMUM REQUESTED QUALIFICATIONS**

Based on the scope of work, the City is requesting that responders meet the following minimum qualifications:

1. Consultant shall submit a minimum of five (5) representative projects that were completed by the Consultant with the Client contact information included.
2. Consultant should provide experience on completing studies for the enhancement, expansion, and addition on the optimization of similar projects.
3. Consultant shall have in-depth facility operations knowledge with other Clients on projects that have gone through similar enhancements, expansions, and additions.
4. Consultant shall provide a detailed resume(s) of all persons assigned to the work of this project noting applicable experience, including local address(es), phone number(s), and email address(es).
5. Any other additional information deemed necessary to satisfy the City that the firm is competent, and the statement of qualifications is highly sufficient to implement the work of this project fully and successfully.

## **VI. EVALUATIONS OF REQUESTS FOR QUALIFICATIONS**

The Requests for Qualifications from Consultants will be reviewed by the City Manager and the designated Selection Committee. The Committee will develop a “short list of three (3)” Consultants who will be invited to make a presentation before the Committee. Factors to be considered by the Committee during the review and evaluation period will include, but are not limited to, the following:

- The ability and relevant experience of the Consultant’s personnel assigned to the project.
- Consultant’s experience in the required discipline and in projects similar to this project.
- Consultant’s approach and timeline for the project.
- Examples of projects similar in nature.
- Consultant’s awareness of project’s issues, opportunities, and constraints.

### **Submittal of Requests for Qualifications**

The aforementioned instructions on the submittal of Request for Qualifications shall govern. For additional information regarding the proposed project, or questions about the submittal process, please email [jscottmiller@eastridgetn.gov](mailto:jscottmiller@eastridgetn.gov). All submittals will be advised when a selection has been made.