

REQUEST FOR EXPRESSIONS OF INTEREST FOR FACILITY NAMING RIGHTS MULTI-USE RECREATION CENTRE

**THIS IS AN EXPRESSION OF INTEREST ONLY
AND ANY SUBMISSION IS NON-BINDING UPON
THE OWNER AND OR PROPONENT**



RFEI No.: TOC-23-005

Issued: February 27, 2023

Facility Tour Option: Interested Parties are Encouraged to Book with Town Contact

INVITATION

The Town of Coaldale invites proposals from interested parties to secure the Naming Rights for the Joint Multi-Use Recreation Center, a game-changing facility being built in conjunction with a new Palliser School Division high school. There is over 55,000 square feet of programmable space within the Recreation Centre. Below is a list of potential activities that have been planned for in the design:

Dry Sports: Pickleball, indoor soccer, lacrosse, basketball, volleyball, badminton, squash

Exercise: Walking/running track, fitness centre with weightlifting and cardio

Childcare and play space: Daycare centre, indoor play and outdoor play structure/space

Events and breakout space: Banquets, trade shows, special events, meetings, training sessions, parties and all sorts of group gatherings

(Fly-through Video of facility: <https://www.youtube.com/watch?v=04D1a3Hpv1Y&t=2s>)

This document is not intended to limit interest, but rather to provide a common framework for the Town of Coaldale to assess each Proposal in a professional manner in a demonstrably fair process. Respondents are encouraged to provide any unsolicited information or material not specifically covered in this document.

BACKGROUND INFORMATION

The Town of Coaldale is one of the fastest growing communities in Alberta. We are located in the heart of southern Alberta, roughly 11 km east of Lethbridge. With a modest population of 8,771, our community is tight knit, drawing in newcomers attracted to our friendly and laid-back small-town charm. Following the 2021 census, our community's population has increased by 5.3% since 2016—an upward trend we hope to continue on. Our mission is to ensure that Coaldale continues to be a preferred place to live, work, and play.

The new multi-use recreation facility is the focal component of the recreation-focused community building projects that have taken place in Coaldale for the past several years. The design was strategically planned to provide multi-faceted use of the space to achieve maximum operational efficiency in terms of cost and use of the space. Upon project completion, Coaldale will see a number of creative and innovative additions to community programming that will help to ensure that Coaldale remains an attractive destination for families looking to be part of our growing and vibrant community.

Group that together with the facility being attached to the communities new Highschool hosting grades seven (7) to twelve (12) and the opportunities for exposure become very real. The space described is represented in the diagrams below.

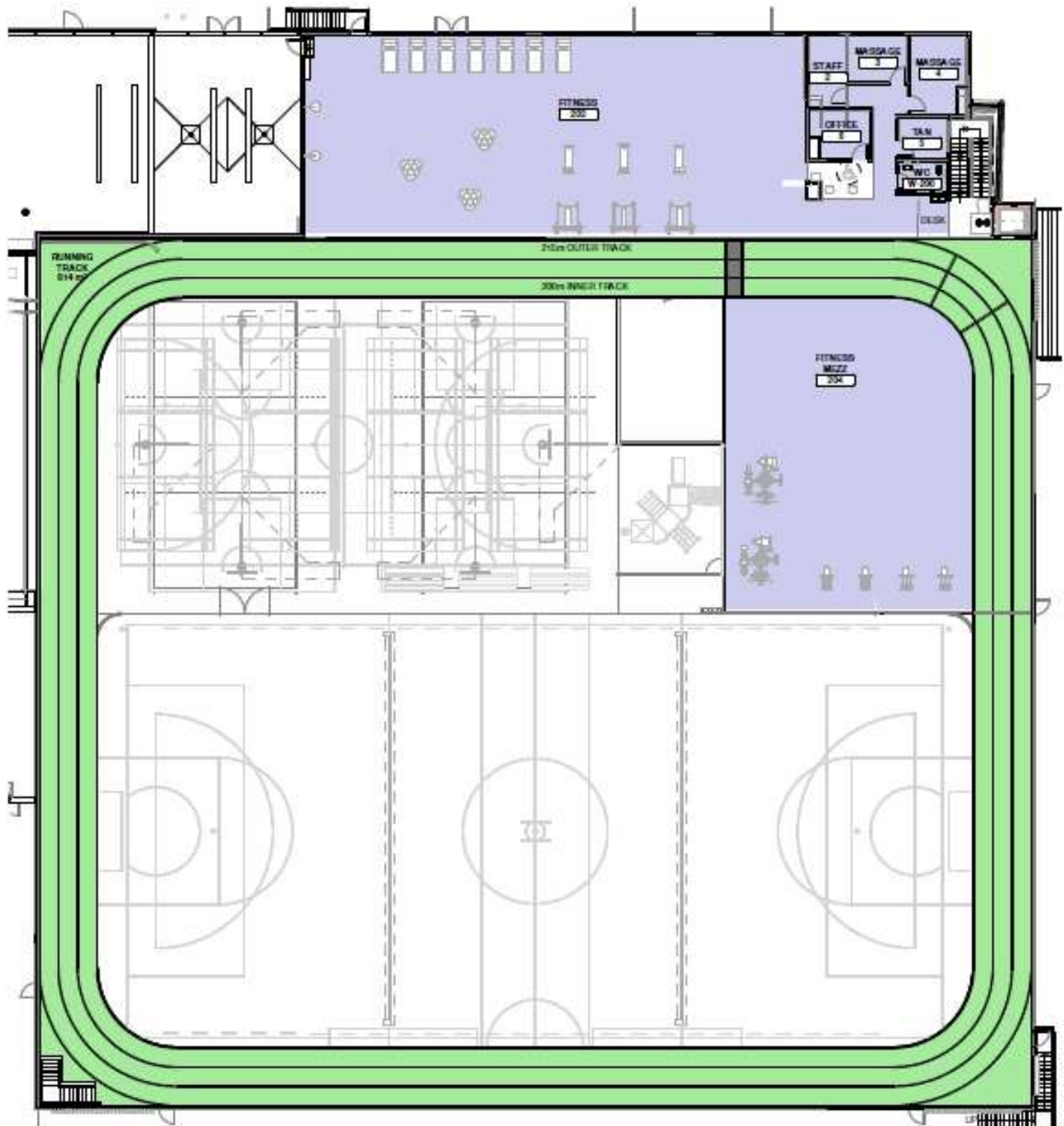
The floor plan illustrates the layout of the proposed school building. Key features include:

- Central Hall (100):** A large pink-shaded area serving as the main corridor and activity space.
- Multi-Court (100):** A large purple-shaded area for sports and recreation.
- Outdoor Playground (100):** A large green-shaded area for outdoor play.
- Rooms and Facilities:**
 - 101:** Reception
 - 102:** Office
 - 103:** Kitchen
 - 104:** Utility
 - 105:** Party Room
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 - 107:** Storage
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Multi-Use Recreation Centre Second Floor

Upper Floor:

3-lane running track, fitness gym area and fitness mezzanine



FACILITY DRAW

The recreation centre will play host to a number of events such as but not limited to the following:

- Concerts
- Weddings
- Banquets
- Tradeshows
- Professional conferences (provincial, regional and national)
- Community special events (provincial, regional and national)
- Large multi-sport sporting events (provincial, regional and national)
- Regional sports leagues for all ages both school and community
- Birthday parties
- General community day to day programming use

THE BENEFITS

The Facility Naming Rights Package offers the following benefits to the successful proponent:

- Company Name and Logo on facility signage both exterior and interior of the building
- Signage at Highway #3 and 30th Street
- All electronic and print media would feature the facility name and logo
- Any mentions in print or radio would reference the full facility name

SUBMISSION

Direct submissions and inquiries via email to the Town Contact provided below:

Russ Tanner, Director of Recreation & Community Services, Town of Coaldale

Email: russ.tanner@coaldale.ca

Phone: (403) 345-1375

The following timetable will apply to the RFEI process.

Activity	Date
Issue RFEI (Start of Submission Period)	February 27, 2023
Facility Tour Option	By Appointment
RFEI Consideration Date	April 28, 2023 at 2:00pm Local Time

The RFEI "Consideration Date" of April 14, 2023 is the date by which Town Administration will start meeting with those expressions received. The RFEI will be considered open until a contract is negotiated and signed by the interested Party and the Town of Coaldale.

EVALUATION AND SELECTION

The evaluation process for proposals will consider the following criteria:

- Meeting the eligibility criteria of the RFEI
- Value of the financial offer
- Fit with the mission of the facility
- Proposed name deemed acceptable by the Town of Coaldale

Proposal submissions will be evaluated by the Town and a recommendation made to Town Council. Upon receiving subsequent approval by Town Council, the Town will enter into a Facility Naming Rights Agreement with the successful proponent.

REQUIREMENTS & ELIGIBILITY CRITERIA

Proponent Eligibility - eligibility is open to any individual, business, and not-for-profit association in good standing.

Minimum Offer Requirements - the minimum offer requirement is FIFTY THOUSAND DOLLARS (\$50,000) per year for a term of TEN (10) years to be made in equal annual installments.

Proposal Requirements - the proponent will address, at a minimum, the selection criteria hereinafter:

- Name, address and contact information of the proponent
- Proposed name for the Joint Multi-Use Recreation Center
- Background of the Proponent – description of your business, copies of any Annual Reports or other documentation if available, number of years in business
- Why is this particular opportunity of interest to you and how does it align with your corporate values and direction
- Financial offer

Proponents are welcome to include any additional information and/or requests of terms deemed relevant for consideration.

QUESTIONS CONCERNING THE REQUEST FOR EXPRESSION OF INTEREST

Questions regarding the Call for Proposal should be directed to:

Russ Tanner
Director of Recreation & Community Services
(403)345-1375
Email: russ.tanner@coaldale.ca

The Town of Coaldale reserves the right to make any or all questions and answers available to all other Respondents at its discretion.

The Town of Coaldale will respond to requests for clarification as soon, as is reasonably possible. The Town of Coaldale will respond in writing or orally as deemed appropriate in the circumstances. No oral response or clarification will be binding on the Town of Coaldale.