



## Request for Proposals **Central Business District Hotel**

*“Where city style meets village charm”*



NOTICE TO PROPOSERS  
TOWN OF WEST HARTFORD,  
CONNECTICUT

**Release Date: June 1, 2012**  
**RFP Submission Due Date:**  
**August 15, 2012**

REQUEST FOR PROPOSALS  
CENTRAL BUSINESS DISTRICT  
HOTEL

The Town of West Hartford will receive responses to this Request for Proposals (RFP) in the office of the Department of Financial Services, 50 South Main Street, West Hartford, Connecticut 06107, August 15, 2012 for the furnishing of information pertaining to:

**The development of a hotel to be located on a parcel of property owned by the Town within the central business district of the community.**

The Town of West Hartford assumes no liability for any costs incurred by the vendor in the preparation or delivery of the response to this RFP, or other pre-contract award meetings.



**Request for Proposals  
Central Business District Hotel  
Town of West Hartford  
June 1, 2012**

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# I. GENERAL INFORMATION

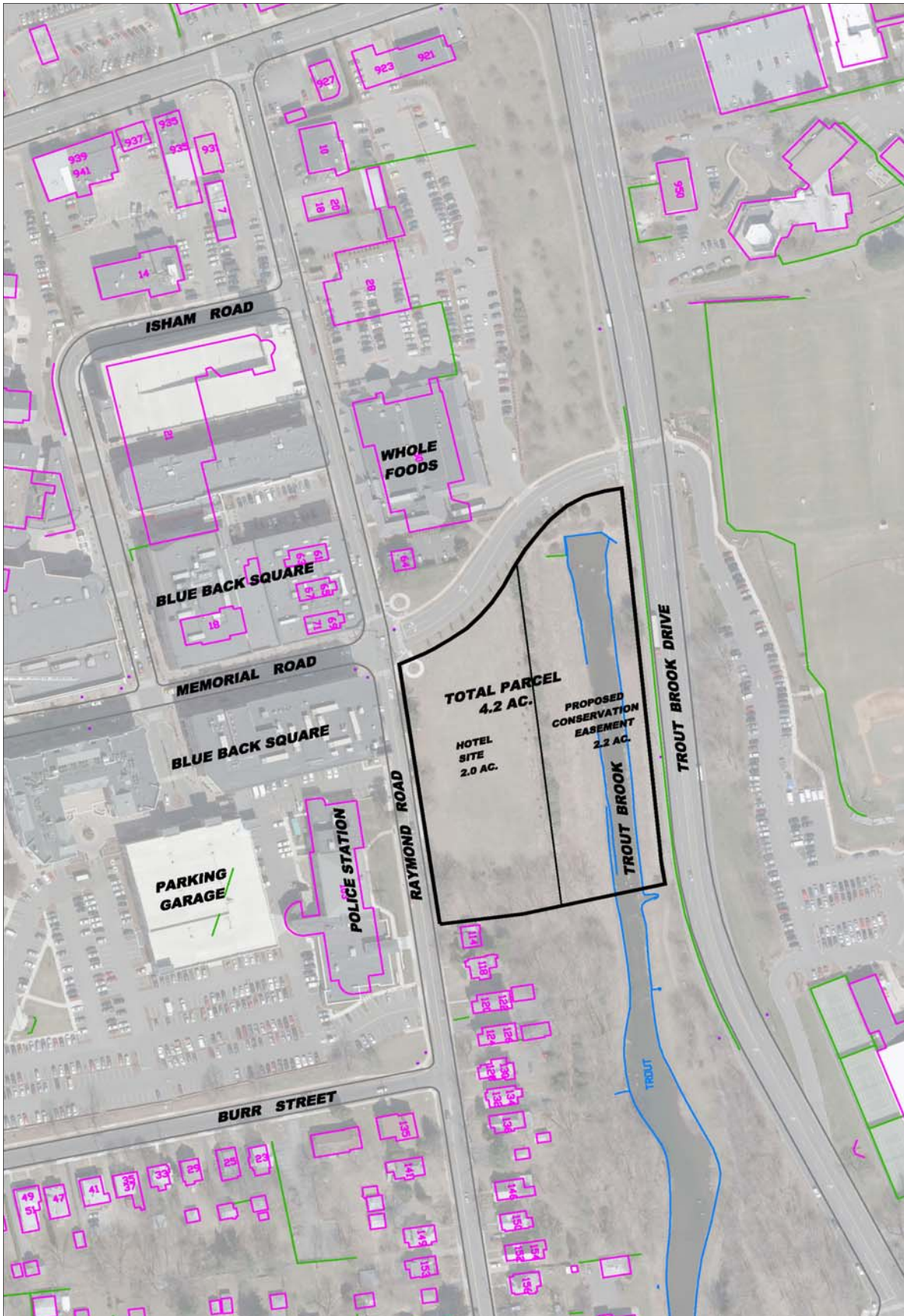
## A. Purpose & Overview of this Request for Proposal

The Town of West Hartford is seeking Proposals for the development of a hotel to be located on a parcel of property owned by the Town within the central business district of the community. The Town Council of West Hartford has declared a 4+/- acre parcel of land to be surplus and expressed a general interest in seeing the site developed privately for hotel use. Approximately 2+/- acres of the overall parcel are developable. The site is located at the intersection of Memorial Road and Raymond Road where the current zoning classification permits commercial uses including hotels.

### Site location in West Hartford Center



# Site Map



The Town of West Hartford will receive and consider Proposals from qualified developers for the development of this site into a full service hotel of approximately 120 rooms, either as an independent boutique or with a flag property. The Town of West Hartford is interested in working with a development team which has substantial experience in the planning, construction and operation of a full service hotel. The Town expects each Proposal to evaluate all aspects of the proposed hotel in detail, including overall size, room count and type, design, features and amenities based upon the Proposer's thorough consideration of the national and local hotel marketplace, financing and operation of hotel projects, commercial and residential neighborhood concerns and the regulations applicable to the development of the site.

The Town requests the submission of Proposals which express each development team's interest, vision and capacity to develop and operate the requested hotel as well as the details of the proposal itself. The preferred Proposal will reflect purchase or long term lease options which meet the needs of hotel developers and operators and best meet the overall financial, planning, zoning, commercial and social interests of the community. The property will be sold or leased "as-is." Proposals must anticipate that the Proposer will be responsible for *all* costs and expenses associated with the development of the Site. A Phase I environmental assessment will be completed by the Town but any further environmental assessments and/or remediation expenses will be the responsibility of the successful Proposer. Clear and marketable title will be provided. The town is not interested in proposals seeking tax abatement or the use of the town's eminent domain powers. This is a sale/lease opportunity regarding a single parcel of land and the Town will not participate in the aggregation or accumulation of additional parcels which add to the overall site. No Real Estate Broker or other commissions will be paid.

The site is accessible to the public for physical inspection during daylight hours, but no equipment is to be brought onto the site. No testing of any kind is to be undertaken on the site prior to the negotiation of a final contract with the Town and the submission of appropriate insurance / indemnification.

The Town will review vendor responses based upon an initial evaluation using the selection criteria and develop a short list of vendors who will be asked to participate in interviews to discuss their response. The Town would anticipate negotiating a contract with the highest rated responder(s) and make an award based upon best value. The Town may, in its sole discretion, reject any and all proposals for any reason(s) whatsoever. The successful development proposal will incorporate all of the issues and considerations addressed throughout this Request for Proposals to produce the best overall value for the Town. In particular, but without limitation, the successful proposal should feature criteria for an approximate 120+/- room, energy conscious, full service hotel with appropriate amenities and a national reservation system. The development team must demonstrate extensive experience designing, constructing, and operating similar properties, access to adequate capital assets and the ability to commence construction within the agreed upon time frames. Town staff expects to work closely with the chosen developer in the areas of design and development prior to submission of applications to the Town Council for necessary zoning approvals.

## **B. Additional Information**

All questions or requests for additional information in connection with this RFP should be emailed by close of business on July 31, 2012 to:

Chris Johnson  
Purchasing Agent  
Email: [chrisj@westhartford.org](mailto:chrisj@westhartford.org)

Responses to questions or requests for additional information will be distributed through the Town of West Hartford's procurement web site:

<http://www.westhartford.org/TownDepartments/FinancialServices/BidListCaveat.htm>

Respondents are responsible for checking the Town's procurement web site for all addenda distributed in response to questions and requests for additional information. **Under no circumstances may any Respondent contact any employee or representative of the Town of West Hartford prior to the RFP submission deadline other than as provided in this section. Any violation of this condition may result in Respondent being considered non-compliant and ineligible for award. The Town will not be responsible for any representation or assumption included in any Proposal based upon unauthorized communication with representatives of the Town.**

## **C. RFP Response**

Written responses will be accepted at the Department of Financial Services until 3:00pm on August 15, 2012. An original reply to this RFP and five (5) copies of the Respondent's information must be delivered to the following:

Mr. Chris Johnson  
Purchasing Agent  
Town of West Hartford  
Department of Financial Services  
50 South Main Street  
West Hartford, CT 06107

All RFP packages should be clearly marked with the Respondent's name and the words "RFP for Central Business District Hotel".

## **D. RFP Cost**

Respondents are responsible for all costs incurred in the development and submission of their information packages. The Town assumes no contractual obligation as a result of the issuance of this RFP, the preparation or submission of information by a Respondent.

### **E. Prime Respondent Responsibility & Third Party Relationships**

The Respondent should clarify its relationships with parties supplying portions of the RFP solution and specify the portions that each party is providing.

### **F. Instructions to Proposers**

1. At the date of opening proposals, it will be presumed that each Proposer has made a thorough examination of all information relative to the services to be performed under this contract; is satisfied as to the actual conditions and requirements of the services; and has become familiar with proposal documents.
2. The Town reserves the right to reject proposals for any reason the Town deems advisable and to award a contract to any of the Proposers of service is the sole discretion of the Town. Any item required in this request for proposals that is not included in a respondent's proposal shall be specifically noted. If there are no specifically noted exclusions in a proposal it will be assumed that the Proposer accepts and understands all of the requirements of this request for proposals.
3. Reimbursable Expenses: All pricing submitted by the Proposer shall include any and all reimbursable expenses.
4. Questions/Inquiries: Any questions about this request for proposals should be addressed to Chris Johnson, Director of Financial Services, Town of West Hartford, 50 South Main Street, West Hartford, Connecticut 06107 at [chrisj@westhartford.org](mailto:chrisj@westhartford.org)
5. All RFP responses will be considered confidential information and will not be available for viewing until a contract award is made.
6. Any proposal must be valid for a period of 120 days from the due date.
7. **Vendors who are furnished a copy of this RFP are requested to submit a receipt acknowledgement as soon as possible indicating their intention to participate in the RFP process to ensure timely receipt of communications about the RFP process.** Those not intending to make a proposal are asked to submit a negative reply. Acknowledgements shall be emailed to Chris Johnson, Director of Financial Services, Town of West Hartford at [chrisj@westhartford.org](mailto:chrisj@westhartford.org).

### **G. Taxes**

The Town is a qualified tax-exempt institution and as such is not liable for any federal, state, or local excise, sales, use, property or other taxes that Proposer may incur as a result of this agreement. The successful Proposer will be obligated to pay property taxes to the Town with respect to any of the Proposer's taxable personal property, motor vehicles or real estate within West Hartford which may be used in conjunction with the performance of this agreement.



## **H. Indemnification**

1. The successful Proposer shall release, defend, indemnify and hold harmless the Town of West Hartford and the West Hartford Board of Education, their respective boards and commissions, officers, officials, employees, agents, representatives, and servants from any and all suits, claims, losses, damages, costs (including, without limitation, reasonable attorneys' fees), compensation, penalties, fines, liabilities or judgments of any name or nature for injuries or alleged injuries to person (including sickness and death) or to property, or financial losses, sustained or alleged to have been sustained by any person or concern, including officers, agents, servants, employees, contractors and subcontractors of the Town or the successful Proposer arising or alleged to have arisen out of the negligent, grossly negligent, reckless or intentional performance or failure to perform any part of this agreement by the Proposer or by anyone acting under the supervision of the Proposer. This indemnity shall not be affected by other portions of this agreement relating to insurance requirements.
2. The successful Proposer shall release, defend, indemnify and hold harmless the Town of West Hartford and the West Hartford Board of Education, their respective boards and commissions, officials, officers, employees, agents, representatives, and servants from any and all suits, claims, losses, damages, costs (including, without limitation, reasonable attorneys' fees), compensation, penalties, fines, liabilities or judgments that may arise out of the failure of the successful Proposer, its officers, agents, employees, contractors, subcontractors, or anyone directly or indirectly employed by them to comply with any laws, statutes, ordinances, codes, and rules and regulations or the United States of America, the State of Connecticut, the Town of West Hartford, or their respective agencies. This indemnity shall not be affected by other portions of the agreement relating to insurance requirements.

## **I. Compliance With Laws**

Proposer shall operate and maintain the site and perform any services described in its proposal in full compliance with all appropriate federal, state and local laws and regulations.

## **J. Non-Discrimination**

The successful proposer in performing any obligations under this agreement shall not discriminate against any workers, employee or applicant or any member of the public in the performance of any obligations arising out of its proposal because of race, creed, color, religion, age, sex, marital status, national origin, mental retardation or physical disability, including but not limited to blindness, unless it is shown by Proposer that such disability prevents performance of the work involved, in any manner prohibited by the laws of the United States or the State of Connecticut, nor otherwise commit an unfair employment practice. Proposer will take affirmative action to insure that applicants are employed and that employees are treated during employment without regard to their race, creed, color, religion, age, sex, marital status, national origin mental retardation or physical disability, including but not limited to blindness, unless it is shown by Proposer that such disability pre-

vents performance of the work involved, in any manner prohibited by the laws of the United States or the State of Connecticut, nor otherwise commit an unfair employment practice. Proposer agrees that this non-discrimination clause will be incorporated in all contracts entered into by it with suppliers of services or materials, contractors and sub-contractors and all labor organizations furnishing skilled, unskilled and craft unions skilled labor or whom may perform any such labor or services in connection with this agreement.

**K. Relationship of Parties**

The Town is seeking proposals for the sale or lease of its site, not a contract for services. Neither the Proposer nor its members, partners, agents or employees are or will be entitled to any Town employment benefits, including without limitation, life and health insurance, vacation and sick leave, pension rights or workers compensation.

**L. Public Information & Ownership of Documents**

All proposals submitted and information included therein or attached thereto shall become public records upon their delivery to the Town. All documents created by the Proposer during the completion of their contract requirements shall become the property of the Town.

**M. Examination of Documents**

Proposers shall thoroughly examine and be familiar with these proposal documents. The failure or omission of any Proposer to examine these documents shall in no way relieve any Proposer of obligations with respect to this Request for Proposals. The submission of a proposal shall be taken as prima facie evidence of compliance with this paragraph. The response and the Request for Proposals shall become part of any agreement by reference.

**N. Public Disclosure**

The Town of West Hartford is a municipality which is subject to Connecticut's Freedom of Information Act. Once proposals are in the possession of the Town, it is to be presumed that the contents are subject to public disclosure. Any material which a Proposer considers to constitute a "trade secret" under Connecticut law must be labeled clearly as such and will not be disclosed unless ordered by the Freedom of Information Commission or a court of competent jurisdiction. Proposers are cautioned that the excessive or indiscriminate use of such labels will be a ground for rejection.

## **O. Selection Process and Evaluation Criteria**

The response to this RFP will be evaluated by the Purchasing Agent, acting with the input of other Town staff, using the following criteria:

- Strength and quality of the proposed development
- Adherence to the Town’s goals and objectives as described in this RFP
- Scope and intensity of the proposed development including relevancy to the existing environment
- Qualifications and resources of the development team
- Company history and client satisfaction & references
- Financial analysis

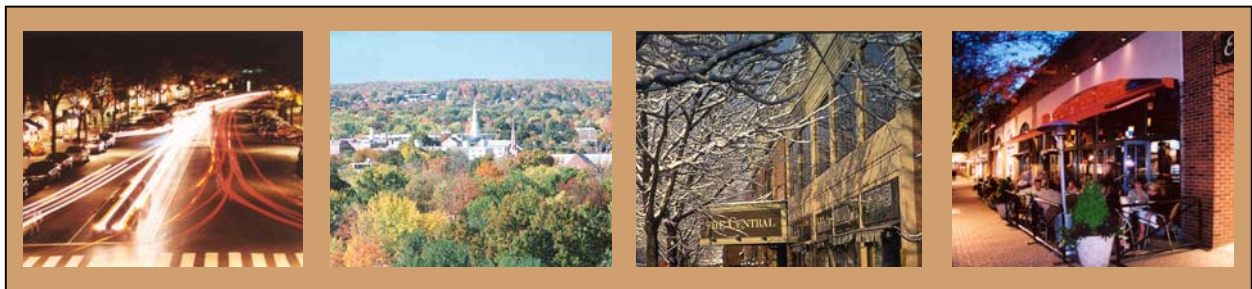
The successful will then be required to submit a zoning application to the Town Council for their approval. Upon a successful zoning approval, the Town and applicant should be prepared to complete the transfer of the property or execution of the lease agreement.

## **II. PROJECT BACKGROUND**

Located in the heart of central Connecticut, West Hartford’s commercial center (“The Center”) and the proposed site are situated within a two minute drive from Interstate Route 84 (Exit 41). It is a 5 minute drive from downtown Hartford or the State Capitol and 15 minutes from Bradley International Airport.

West Hartford is primarily a residential community with a population of approximately 63,000 people with an active and successful commercial center. The community has a highly rated school system, a full array of recreational opportunities and a strong regional commercial base. The Center is comprised of highly successful mixed uses, including approximately 1.5 million square feet of retail, service, residential and office space with an active night life. The newest portion of this area, Blue Back Square, was opened 4 years ago to statewide acclaim and is anchored by stores such as Crate and Barrel and Whole Foods.

The overall, vacancy factor in The Center is under 2%. The most highly sought-after residential properties in the community are located adjacent to and within The Center.



West Hartford has been the recipient of numerous awards during the past several years. Among these are:

- CNNMoney.com*, West Hartford was rated as number 55 for the Best Places to Live
- Kiplinger's Personal Finance* magazine rated West Hartford as one of the 10 Best Cities in the nation as a place that specializes in out-of-the-box thinking
- Kiplinger's Personal Finance* magazine rated West Hartford as one of the top 10 "Great Cities for Raising Families"
- Travel and Leisure* magazine designated West Hartford as one of the "Coolest Suburbs Worth a Visit"
- Money Magazine* ranked West Hartford as the 10<sup>th</sup> most educated city in the U.S.
- US News* ranked both of West Hartford's public high schools among the Top Ten High Schools in Connecticut and Top 2% in the nation

The Center is also supported by a large number of business drivers which would support a hotel use. Included among these are local universities and colleges as well as national and international corporations:

1. University of Connecticut
2. Saint Joseph College
3. Central Connecticut State University
4. Trinity College
5. University of Connecticut Law School
6. University of Connecticut Medical School
7. University of Hartford
8. Capital Community College
9. Met Life
10. Travelers Insurance Company
11. Cigna Insurance Company
12. Aetna Insurance Company
13. Mass Mutual Insurance Company
14. INA
15. Colt Manufacturing Company
16. Legrand Manufacturing Company
17. Command Manufacturing Company
18. United Technologies

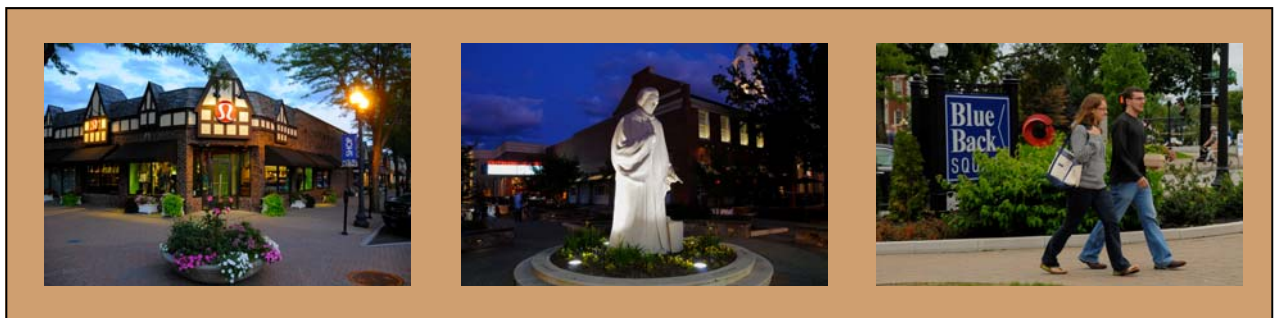
Most recently Jackson Laboratories announced the development of a \$1.1 billion genomic medicine laboratory at the University of Connecticut Medical School. Jackson Laboratories is one of the most highly regarded bio-research and development companies in the nation. The new Jackson Laboratory facility is less than 4 miles from downtown West Hartford and will bolster commercial activity in The Center in the coming years.

The available site is located at the southeast corner of Memorial Road and Raymond Road. It is situated along the east side of The Center immediately adjacent to the West Hartford Police Department and the recent Blue Back Square development where public structured parking, restaurants, shopping, a sports club with indoor pool and a grocery store are all located within a one-block walk. Sitting on a hill above the west bank of Trout Brook, the site is also highly visible from one of the Town's primary north-south arterial streets, Trout Brook Drive. By any measure, it is a "gateway" to The Center.

The site consists of 4+/- acres of land of which approximately **2 acres are developable**. The developable portion of the site is generally level and at grade with the abutting parcels along Raymond Road. The east side of the site slopes steeply downward to the bank of Trout Brook. The site has 430 +/- feet of frontage along the southerly side of Memorial Road and 270 +/- feet of frontage along the easterly side of Raymond Road. A full complement of utilities is available to the parcel and the Town owns two structured parking garages within 500 feet of the site. **The availability of these assets for meeting hotel parking needs should be considered in the overall proposal.**

The current zoning designation is Central Business District (BC) but Proposers should take note that the Central Business District-High Intensive (CBDH) Zone classification extends to properties directly across both Raymond and Memorial roads from the site. Extension of the CBDH zone classification to this site through the zone-change process is a possibility which the Proposers should evaluate. The property is also located within an existing Special Development District (SDD) overlay zone. Consequently, any development will require the approval of West Hartford's Town Council, acting as the Town's zoning authority.

Hotels are a permitted use within both the BC and CBDH zoning districts. The detailed regulations applicable to developments within those zones, coupled with the Special Development District regulations make it highly advisable that all Proposers should have a thorough knowledge of the Town's zoning regulations:



### **III. RFP RESPONSES**

The following specific information is required. While no specific format is required for the submission of this information, well-organized, thoughtful and professional Proposals are expected:

- A. **Proposer Identification/Organization.** It is anticipated that individuals and/or business entities may join together to submit Proposals in the name of a newly formed entity. Please identify the formal legal name of the Proposer, its permanent main office address, when and where it was organized, the legal form of ownership of the Proposer, the names of all legal entities and individuals who are members or stockholders in the Proposer (except for stockholders in publicly-traded companies) and their respective interests in the Proposer. Identify the individuals who will work with Town staff throughout the development of the project and their respective roles.

Because the qualifications of the Proposer and its constituent components may be critical to the Town in its selection process, all Proposers should be aware that the assignment of their contractual rights will be prohibited in the absence of express written approval by the Town.

- B. **Group Experience.** Please identify the Proposer's area(s) of specialization, if any. Narrative detail describing completed developments should be provided, with particular emphasis on prior hotel projects. Details including location, size, amenities and quality level should be provided. Also include a detailed resume for all firms and principal parties involved in your proposal. Describe your team's proposed operating structure for this specific proposal.
- C. **References.** Please provide references who may be contacted by the Town and who are willing to discuss the Proposer's completion of past projects. If the Proposer has worked with municipalities on similar projects, contacts in those municipalities should be provided. Zoning and other development officials who can address the Proposer's willingness to work with municipal staff should also be included in this list.
- D. **Vision and Development Summary.** Describe your vision for the proposed development and how this specific site and its location within the surrounding community fulfill that vision. Describe how the proposed development fits into the overall business strategy of the team. Discuss the type and quality level of the hotel that would be developed as well as the applicable marketing influences that would apply to the finished property. Also discuss the reasoning used to reach the total room count reflected in your proposal and detail the typical amenities that might be associated with the proposal.

Along with an attractive site and building design, an energy conscious building is preferred and a design that achieves a standard of LEED Gold is required. Provide concept renderings for the proposed development which demonstrate a coherent, careful proposal reflective of the Center's unique design standards and qualities. Address the Proposer's plan for outreach to local business, residential and other communities. Submissions should include the envisioned role of the public parking assets with the proposed development.

- E. **Budget & Purchase/Lease Terms.** Submissions should include detailed budget information including acquisition price, pre-construction design, site development, construction and marketing costs as well as the sources from which all costs are to be paid. Submissions should also include the purchase price and terms or lease rate and terms for the town-owned parcel.
- F. **Time Frame.** Provide a detailed projected development time line for your team's proposal, including time frames for neighborhood outreach, project design and staff review, formal application process, securing financing, construction and marketing. Discuss your firm's commitment and ability to implement construction within six (6) months of receiving all approvals.
- G. **Operational Functions.** Your proposal should identify the hotel operator, if available. Describe brand identification, marketing and reservation systems that might be employed for operational purposes. Describe how your plan is unique to the industry. Note that a national reservation system is a requirement of any proposed hotel.
- H. **Financial Capability.** Identify the team's capacity to secure the necessary equity and financing required to undertake a project of this size and magnitude. A discussion of the principal(s) current financial position should provide current and past defaults, foreclosures, bankruptcies and any past or present lawsuits which may have a meaningful impact on the ability of the team (or any of its individual members) to complete this development in a timely manner. Consideration of financing through any post-approval zoning or related litigation should also be addressed. The Proposer and all members of the Proposer group must disclose any outstanding financial obligations to the Town of West Hartford, whether fixed, disputed or contingent.

**RFP SUBMISSION FORM**  
**CENTRAL BUSINESS DISTRICT HOTEL**  
**TOWN OF WEST HARTFORD**

By signing this form, you acknowledge compliance and agreement with the RFP requirements.

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Company

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Signature

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Address

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Name

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City, State, ZIP Code

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Title

---

Telephone

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Date