



REQUEST FOR PROPOSALS
FOR A
Hotel Feasibility Study

Date of Issue: July 15, 2025

Proposal Closing Date and Time: August 18, 2025 at 3:00 pm MT

**Proposal to be electronically received by the Town PRIOR
TO Proposal Closing Date and Time above.**

CONTACT:

Gillian Laycock
Town Manager
250 Main Ave, Akron, CO,
80720
glaycock@townofakron.com

THIS REQUEST FOR PROPOSAL ("RFP") IS NOT A COMPETITIVE BID BASED ON PRICE ONLY. The request for proposal allows the Town of Akron, Colorado (the "Town") to select the service provider that best meets the needs of the Town, taking into consideration proposer qualifications, price, products, and service capabilities and other factors relevant to the Town's policies, programs, administrative resources, and budget.

This RFP has been advertised on the following websites:

<https://townofakron.colorado.gov/home/bids-rfps>

Any modifications to this RFP or addenda pertaining to this RFP will be published to the above-mentioned website(s), and all proposers are responsible to periodically check these websites for relevant updates prior to the submittal of a proposal.



**REQUEST FOR PROPOSAL
NO. 25-013
Hotel Feasibility Study**

Town of Akron is seeking proposals for professional services from qualified consultants to complete a market feasibility study for a proposed hotel (lodging facility) in the Town of Akron. The study should address the current and projected market demand analysis for the number, type and duration of hotel stays in the Town; a competitiveness analysis on what a new hotel facility must do to provide a unique alternative to the current lodging stock and be successful; and an economic feasibility analysis and proforma.

The Town of Akron wishes to examine the potential for successful development of a lodging facility within the town limits of Akron. Sites have already been identified for this purpose with easy access to Hwy 34. The goal of Town of Akron is to determine what type of hospitality project is economically feasible by the private sector and what amenities could be supported. The resulting analysis will be used to market this development opportunity to potential hotel developers, management companies and brands who may be interested in developing a hotel project.

Proposals are to be addressed and delivered to the Town Manager, Gillian Laycock, for the Town of Akron, in accordance with the Instructions to Proposers and all other requirements as referenced in this RFP. Proposals will be received until the proposal closing date and time set forth on the cover page of this RFP.

The Town will use the following tentative schedule for the selection process:

Issue Request for Proposals: July 15, 2025
Proposal Submission Deadline: August 18, 2025 at 3:00 P.M.
Interview/Demonstration Upon Town's Request

The Town reserves the right to modify this timeline at any time. Should the proposal submission deadline change, all prospective proposers will be notified through an addendum issued by the Town and posted to the websites listed on page one of this RFP.

RFP Contents:

1. Deliverables
2. Desired Objectives & Assumptions
3. Scope of Work
4. Instructions to Proposers
5. RFP Terms & Conditions
6. Required Responses



DELIVERABLES

The successful consultant must be able to perform the following services:

- Complete a market demand analysis to include the number, type and duration of hotel stays that consider various factors including travel behavior for hotel patrons (business, leisure, etc.), and other hotels in the market.
- Identify the demand for drivers that will promote hotel stays in Akron.
- Complete a project feasibility study to recommend a facility program and determine the overall market feasibility of the recommended facility.
- Facility Recommendation with a description of the facility and its appeal to the market in Akron.
- Economic Feasibility and Competitive Analysis with Financial Projections and Proforma to include land costs, labor considerations and other factors important to hotels.
- If proven feasible, aid in the marketing and recruitment of a new hotel to be attracted to and developed on the land already dedicated to a new hotel to be built in Akron.

DESIRED OBJECTIVES & ASSUMPTIONS

The primary factors contributing to the consideration of a new lodging facility in the Town of Akron are as follows:

- The perceived need for a quality facility that will allow the Town to market itself as an overnight destination to visitors, which multiple independent economic scenarios have recommended for the Town.
- While Akron currently has two motels, there is a perception that existing lodging options are aging, limited in capacity and amenities, and may not be suitable for destination travelers who could otherwise be attracted to visit Akron. By contrast, Brush—30 minutes away and Sterling -40 minutes away—offer a wider range of chain hotel options.
- There is a perception that Akron has unmet demand for lodging tied to destination events such as weddings, sporting events, and construction, which may not be reflected in standard market analyses.
- There is a perception of demand for additional food options, including lodging facilities that offer breakfast or other dining choices.
- Akron's location along a busy state highway, combined with local business use and county seat functions, is believed to support the viability of a new hotel.
- A new lodging facility would enhance Akron's ability to attract new commerce and economic activity.

SCOPE OF WORK

The following is an outline of the desired services to be performed. Town of Akron will



consider input from respondents as to other suggested services to be considered for inclusion.

Market Demand Analysis

1. Determine current and potential future lodging and hospitality demand in the market area that includes demand drivers and travel behaviors.
2. Review competitive facilities in both the immediate area (Town) and vicinity (County).
3. Conduct accommodation inventory and meeting space analysis.
4. Analyze present marketing position strategies and provide recommendations for underserved markets and/or opportunities that can be targeted with a new hospitality product.
5. Conduct demand analysis
6. Primary & secondary market research
7. Identify demand generators or potential users of a facility, including interviews with potential users including meeting planners, event promoters and/or other customers.
8. Identify and determine current community needs and possible quality of life opportunities that would benefit from additional hotel space and evaluate the economic opportunity for the Town.
9. Other information that the consultant deems important to the overall project goals.

Project Feasibility Study

1. Determine the viability of a hospitality product in the Town of Akron based on the potential demand and market penetration of customers.
2. Identify financing constraints in the current market.
3. Estimate capital investment required, and the expected revenues returns needed to attract able investors.
4. Economic impact forecasts:
 - a. Forecast tax revenue increase to the Town
 - b. Forecast impact on Town restaurants and retailers
 - c. Forecast impact on hotel room nights
5. Address any potential public incentives that could improve the viability and/or investment attraction for the project.

Facility Recommendation

As part of the analysis, and based on the nature and kind of requirements associated with the identified potential users of the facility, and available sites, make recommendations for:

1. Number and mix of guest rooms



2. Room configuration
3. Food and beverage concept
4. Banquet and meeting space requirements
5. Brand affiliation, if any
6. Other facilities and amenities

Financial Projections

Provide detailed financial proformas for development and operations that can be provided to potential hotel developers, lending institutions, management companies and franchises that may be interested in participating in the hotel project.

Optimal Site Selection

Determine the optimal site location(s) for a facility based on:

1. Relationship to commercial core and other area amenities
2. Access, both vehicular and pedestrian
3. Ambiance of the surrounding neighborhood
4. Relationship to demand generators
5. Parking
6. Current land uses in the vicinity
7. Advantages/disadvantages of the site versus alternative sites

INSTRUCTIONS TO PROPOSERS

Proposers responding to this RFP must submit their proposals in the format specified in this solicitation.

One (1) electronic copy of the proposal must be submitted to:

Gillian Laycock, Town Manager

glaycock@townofakron.com

205 Main Ave, Akron, CO, 80720

Proposals must be dated and signed by a duly authorized partner or corporate officer, with that person's name and title clearly identified. All the proposal terms, conditions, contents, fees and charges shall be guaranteed by the proposer for a minimum of ninety (90) days from the date of submission of the proposal to the Town.

The content of all proposals must conform to the following:



- Proposers must respond to the questions in the order presented in this RFP.
- Proposers may provide examples of work and additional supporting documentation pertinent to clarification of the proposal.

All changes in the RFP documents shall be through written addendum and furnished to all proposers via the websites listed in the RFP.

Proposers who have questions concerning the specifications or scope of work, must contact:

Gillian Laycock, Town Manager
glaycock@townofakron.com
205 Main Ave, Akron, CO, 80720

The proposals will be reviewed by Town Staff. Staff may request additional information from proposers or request personal interviews with one or more proposers. The weight to be given to each evaluation criterion will be determined by the Town of Akron. Final evaluation and selection will be made by the Akron Town Manager and may be based on, but not limited to, the most favorable combination of professional qualification, experience, reference responses and fee structure. Town of Akron will negotiate a final scope of services and fee agreement with the highest-ranking firm.

All proposals timely submitted shall become the property of the Town and shall be retained in accordance with the Town's records retention schedule. The Town is a Colorado governmental entity and therefore, all information included in proposals and other written information submitted by the proposer to the Town is subject to the provisions of the Colorado Open Records Act ("CORA"). Proposers should expect that the proposal may be viewed by the general public and competitors once submitted to the Town. Merely marking information as "confidential," "proprietary," or otherwise stating a written intent to protect the information from disclosure is not necessarily sufficient to prevent disclosure under CORA.

RFP TERMS & CONDITIONS

The Town reserves the right to:

- Reject any and all proposals received as a result of this RFP.
- Waive or decline to waive any informalities and any irregularities in any proposal or responses received.
- Negotiate changes in the scope of services to be provided.
- Select the proposer it deems to be most qualified to fulfill the needs of the Town.

The successful proposer shall be required to enter into a written Agreement for Professional Services ("Agreement").



THE PROPOSER SHALL:

- Disclose any potential conflicts of interest that you or any member of your firm may have in relation to the Town of Akron, including any representation of developers, of adjacent municipalities, or of counties or special districts that have jurisdictional or service area boundaries within the boundaries of the Town.
- Provide the names and qualifications for each supporting member of the Feasibility Study Team team and how they will be utilized by the Team lead.

REQUIRED RESPONSES

Please provide the following information with your proposal:

1. Name and basic information of the consulting firm submitting the proposal.
2. Description of the organization's experience in financial feasibility studies in the lodging industry and overall knowledge of the industry.
3. List of the firms or entities, including the names and contact information, for which the bidder conducted similar studies. Include a summary of the purpose of the study and any measurable results to date.
4. Describe the approach or process that your firm will undertake to gather research, including identifying potential demand generators, conducting personal and/or group interview sessions.
5. Describe the methods for presenting the findings, conclusions, and recommendations that will enable the Town of Akron and potential stakeholders to make informed decisions.
6. A fee proposal for the study must be broken into each key deliverable below, based on the firm's suggested approach. A fixed rate must be submitted for each deliverable listed above. The price per fixed deliverable will cover all costs including materials, time, travel, and reports.
7. Provide a schedule and time frame for completion of the study.