

Finance Workshop
Fund Balance Update
and
Ben Mendenhall from ColoTrust

Workshop 5:30 pm – 6:45

DRAFT AGENDA

TOWN OF LYONS

7:00 P.M., MONDAY, AUGUST 15, 2016

BOARD OF TRUSTEES MEETING

SHIRLEY F. JOHNSON COUNCIL CHAMBER

LYONS TOWN HALL, 432 5TH AVENUE, LYONS, COLORADO

- I. Roll Call And Pledge Of Allegiance
- II. A Reflective Moment Of Silence
- III. Approval Of The Agenda
- IV. Sgt. Nick Goldberger, Boulder County Sheriff's Office Report
- V. Staff Reports
- VI. Audience Business
Limited to 15 minutes - all comments limited to 4 minutes per person.
- VII. Board And Commission Update (15 Min)
 - VII.1. Reappointment Of Boards And Commissions
- VIII. Ordinances
Public Hearing on Second Reading
 - VIII.1. Resolution 2016-69 - Cover Sheet
Documents:
[RESOLUTION 2016-69 - COVER SHEET.PDF](#)
 - VIII.1.a. Public Hearing- Resolution 2016-69, A Resolution Acknowledging A Duly Noticed Public Hearing For Project Close Out On CDBG-DR 1-60-22 St. Vrain Creek Restoration
Documents:
[RESOLUTION 2016-69 -CDBG-DR1-60-22-CLOSE-OUT STREAM.PDF](#)
 - VIII.2. Resolution 2016-70 - Cover Sheet
Documents:
[RESOLUTION 2016-70 - COVER SHEET.PDF](#)
 - VIII.2.a. Public Hearing - Resolution 2016-70, A Resolution Acknowledging A Duly Noticed Public Hearing For Project Close Out On CDBG-DR 1-60-21 Property Buy-Out And

Demolition

Documents:

[RESOLUTION 2016-70 - CDBG-DR1-60-21-CLOSE-OUT-ACQ AND DEMO.PDF](#)

VIII.3. Resolution 2016-71 - Cover Sheet

Documents:

[RESOLUTION 2016-71 - COVER SHEET.PDF](#)

VIII.3.a. Public Hearing - Resolution 2016-71, A Resolution Acknowledging A Duly Noticed Public Hearing For Project Close Out On CDBG-DR 1-40-20 Property Buy-Out And Demolition

Documents:

[RESOLUTION 2016-71 CDBG-DR1-40-ALT20-.PDF](#)

VIII.4. Resolution 2016-67 - Cover Sheet

Documents:

[RESOLUTION 2016-67 - COVER SHEET.PDF](#)

VIII.4.a. Public Hearing - Resolution 2016-67, A Resolution For Supplemental Budget And Appropriation, And Revision Of The 2015 Fiscal Year Budget

Documents:

[RESOLUTION 2016-67, A RESOLUTION FOR SUPPLEMENTAL BUDGET AND APPROPRIATION, AND REVISION OF THE 2015 FISCAL YEAR BUDGET.PDF](#)

IX. Consent Agenda

IX.1. August 2016 Accounts Payable

Documents:

[BOT PAYABLES 081516.PDF](#)

IX.2. Resolution 2016-72 - Cover Sheet

Documents:

[COVER SHEET - HOTEL FEASIBILITY RFP FINAL.PDF](#)

IX.2.a. Resolution 2016-72, A Resolution Approving The Request For Proposals For Professional Services To Conduct A Market Hotel Feasibility Study For A Proposed Hotel In The Town Of Lyons.

Documents:

[RESOLUTION 2016-72 - A RESOLUTION APPROVING THE REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES TO CONDUCT A](#)

MARKET HOTEL FEASIBILITY STUDY.PDF

IX.2.b. Resolution 2016-72 - RFP Hotel Market Study

Documents:

RESOLUTION 2016-72 - HOTEL RFP.PDF

X. General Business

X.1. Resolution 2016-73, A Resolution Approving The Amendment To The IGA Between Lyons Library District And The Town Of Lyons

XI. Items Removed From The Consent Agenda

XII. Trustee Reports

XIII. Summary Of Action Items

XIV. Adjournment

“The Town of Lyons will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Persons needing accommodations or special assistance should contact the Town at hr@townoflyons.com as soon as possible, but no later than 72 hours before the scheduled event.”

Town of Lyons
Board of Trustees

Subject: Resolution 2016-69 - Public hearing to close out CDBG-DR 1-60-22, St. Vrain Creek Restoration Project.

Presenter: Tracy Sanders, Grant Coordinator, Finance Department

Background: The Town was awarded funds from the Community Development Block Grant – Disaster Recovery (CDBG-DR) for St. Vrain bank restoration and stabilization, areas damaged by the 2013 flood. This project was successfully completed.

Project area included North and South branches, and the combined area of St. Vrain Creek
Grant awarded on February 20, 2015
Amount of the original grant \$2,498,060.00

This grant requires a public hearing to allow citizens to comment of this project. Grant Coordinator Tracy Sanders will provide a brief project overview. The Mayor will open the public hearing and ask for public comments, which are documented for project close out. Following public comment, the Mayor will close this public hearing.

RESOLUTION 2016-

**A RESOLUTION ACKNOWLEDGING A DULY NOTICED PUBLIC HEARING FOR
PROJECT CLOSE OUT ON
CDBG-DR1-60-22 ST. VRAIN CREEK RESTORATION**

WHEREAS, the St. Vrain Creek sustained damage in the September 2013 flood; and

WHEREAS, the Town of Lyons (“Town”) applied for and was awarded funds from HUD Community Development Block Grant – Disaster Recovery to restore damaged areas of the St. Vrain Creek; and

WHEREAS, the work supported by this grant was successfully completed; and

WHEREAS, the funding agency requires grant recipients to hold a public hearing to allow citizens to review and comment on the Town’s performance in carrying out the project in order to close out CDBG-DR funded projects, including CDBG-DR 1-60-22, which was financed with federal Community Development Block Grant funds provided by the State of Colorado; and

WHEREAS, notice of such public hearing must be published at least five days prior to such public hearing; and

WHEREAS, the Town published notice of the required public hearing on August 4, 2016 and the Town Board of Trustees held such hearing at its regular August 15, 2016 meeting.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF LYONS, COLORADO:

Section 1. The Town Board of Trustees hereby acknowledges that on August 15, 2016 it conducted a duly noticed public hearing to receive and document public comments on the Town’s performance under the following grant in order to close out said grant: CDBG-DR1-60-22 St. Vrain Creek Restoration.

ADOPTED this 15th Day of August 2016.

TOWN OF LYONS

By: _____
Connie Sullivan, Mayor

ATTEST:

Debra K. Anthony, Town Clerk

Town of Lyons
Board of Trustees

Subject: Resolution 2016-70 - Public hearing to close out CDBG-DR 1-60-21, Property Buy-Out and Demolition Project.

Presenter: Victoria Simonsen, Town Administrator

Background: The Town was awarded funds from the Community Development Block Grant – Disaster Recovery (CDBG-DR) for the purchase of 3 properties and the demolition of 2 houses that were damaged by the 2013 flood. Project work has been completed.

Project area: 4th Avenue (vacant lot), 425 Prospect Street, and 117 Park Street
Grant award date: March 1, 2015
Original grant award amount \$999,983.00

This grant requires a public hearing to allow citizens to comment of this project. Town Administrator Victoria Simonsen will provide a brief project overview. The Mayor will open the public hearing and ask for public comments, which are documented for project close out. Following public comment, the Mayor will close this public hearing.

RESOLUTION 2016-70

**A RESOLUTION ACKNOWLEDGING A DULY NOTICED PUBLIC HEARING FOR
PROJECT CLOSE OUT ON
CDBG-DR1-60-21 PROPERTY BUY-OUT AND DEMOLITION**

WHEREAS, many properties located in Lyons sustained damage in the September 2013 flood; and

WHEREAS, the Town of Lyons (“Town”) applied for and was awarded funds from HUD Community Development Block Grant – Disaster Recovery to purchase three properties and demolish two houses located on 4th Avenue (vacant lot), 425 Prospect Street, and 117 Park Street; and

WHEREAS, the work supported by the grant was completed; and

WHEREAS, the funding agency requires grant recipients to hold a public hearing to allow citizens to review and comment on the Town’s performance in carrying out the project in order to close out CDBG-DR funded projects, including CDBG-DR1-60-21, which was financed with federal Community Development Block Grant funds provided by the State of Colorado; and

WHEREAS, notice of such public hearing must be published at least five days prior to such public hearing; and

WHEREAS, the Town published notice of the required public hearing on August 4, 2016 and the Town Board of Trustees held such hearing at its regular August 15, 2016 meeting.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF LYONS, COLORADO:

Section 1. The Town Board of Trustees hereby acknowledges that on August 15, 2016 it conducted a duly noticed public hearing to receive and document public comments on the Town’s performance under the following grant in order to close out said grant: CDBG-DR1-60-21.

ADOPTED this 15th Day of August 2016.

TOWN OF LYONS

By: _____
Connie Sullivan, Mayor

ATTEST:

Debra K. Anthony, Town Clerk

Town of Lyons
Board of Trustees

Subject: Resolution 2016-71 - Public hearing to close out CDBG-DR 1-40-ALT20, Property Buy-Out and Demolition Project.

Presenter: Victoria Simonsen, Town Administrator

Background: The Town was awarded funds from the Community Development Block Grant – Disaster Recovery (CDBG-DR) for the purchase of 3 properties and the demolition of 2 houses that were damaged by the 2013 flood. The work on this project has been completed.

Project area: 4th Avenue (vacant lot), 221 Park Street, and 403 Park Street
Grant was awarded on June 1, 2015
Original grant award amount \$689,953.69

This grant requires a public hearing to allow citizens to comment of this project. Town Administrator Victoria Simonsen will provide a brief project overview. The Mayor will open the public hearing and ask for public comments, which are documented for project close out. Following public comment, the Mayor will close this public hearing.

RESOLUTION 2016-71

**A RESOLUTION A RESOLUTION ACKNOWLEDGING A DULY NOTICED PUBLIC HEARING FOR
PROJECT CLOSE OUT ON
CDBG-DR1-40-ALT20 PROPERTY BUY-OUT AND DEMOLITION**

WHEREAS, many properties located in Lyons sustained damage in the September 2013 flood; and

WHEREAS, the Town of Lyons (“Town”) applied for and was awarded funds from HUD Community Development Block Grant – Disaster Recovery to purchase three properties and demolish two houses located on 4th Avenue (vacant lot), 221 Park Street, and 403 Park Street; and

WHEREAS, the work supported by the grant was completed; and

WHEREAS, the funding agency requires grant recipients to hold a public hearing to allow citizens to review and comment on the Town’s performance in carrying out the project in order to close out CDBG-DR funded projects, including CDBG-DR1-40-ALT20, which was financed with federal Community Development Block Grant funds provided by the State of Colorado; and

WHEREAS, notice of such public hearing must be published at least five days prior to such public hearing; and

WHEREAS, the Town published notice of the required public hearing on August 4, 2016 and the Town Board of Trustees held such hearing at its regular August 15, 2016 meeting.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF LYONS,
COLORADO:**

Section 1. The Town Board of Trustees hereby acknowledges that on August 15, 2016 it conducted a duly noticed public hearing to receive and document public comments on the Town’s performance under the following grant in order to close out said grant: CDBG-DR1-40-ALT20.

ADOPTED this 15th Day of August 2016.

TOWN OF LYONS

By: _____
Connie Sullivan, Mayor

ATTEST:

Debra K. Anthony, Town Clerk

Agenda Item No: VIII - 4
Meeting Date: August 15, 2016

Subject: Resolution 2016-67
Resolution Authorizing A Supplemental Budget and Appropriation and Revision of the 2015 Fiscal Year Budget

Presenter: Tony Cavalier, Finance Director

Background: After an in-depth review, it is necessary to make the following adjustments to the 2015 Budget. The increases to the expenditure appropriations are due to: June 2015 Hail Storm repairs and associated insurance proceeds, Main Street CDOT project costs and grant reimbursements, change in budget location of construction of new WWTP to Sanitation Fund and the associated State Revolving Loan Fund proceeds and DOLA grant, other unanticipated expenditures (housing project, attorney fees, equipment maintenance, delayed capital outlay payment, under budgeted electricity purchase from MEAN, excess Waste Water Treatment Plant operating costs due to start up delay). All grant expenditures are offset from grant revenue and matching funds from fund balance. All other increases at this time are offset by unanticipated revenues, loan proceeds and fund balance.

General Fund: Expenditure overages will be covered by unanticipated revenues, such as Sales and Use Tax, grant proceeds and insurance proceeds. The June 2015 Hail Storm event expenditures (vehicle damage and roof replacements) were covered by insurance proceeds. The CDOT Main Street Phase 2 project was also partially unbudgeted, which will be offset in 2015 by grant reimbursements.

Electric Fund: Expenditure overage was mainly due to unbudgeted funding for electricity purchase from MEAN. The overage will be covered by unanticipated revenue and Fund Balance.

Sanitation Fund: The construction of the new Waste Water Treatment Plant work amounted to approximately \$4.13 million dollars in Capital Outlay, offset mainly by: State Revolving Loan Fund Proceeds and a DOLA Energy Impact Grant. In addition there were excess costs of plant operations due to the delayed start up (changed from November 2015 to early 2016).

Staff Recommendations: Staff recommends approval of Resolution 2016-67 authorizing a supplemental budget and appropriation and a revision of the 2015 fiscal year budget as presented.

RESOLUTION 2016-67
FOR SUPPLEMENTAL BUDGET and APPROPRIATION, and REVISION OF THE
2015 FISCAL YEAR BUDGET

(Pursuant to Section 29-1-109, C.R.S.)

A RESOLUTION APPROPRIATING ADDITIONAL SUMS OF MONEY TO DEFRAY EXPENSES IN EXCESS OF AMOUNTS BUDGETED FOR THE TOWN OF LYONS, COLORADO FOR THE FISCAL YEAR BEGINNING JANUARY 1, 2015 AND ENDING DECEMBER 31, 2015, AND REVISING EXPENDITURE APPROPRIATIONS.

WHEREAS, the Town is authorized by Section 29-1-109, C.R.S., to establish and amend its annual budget and to make transfers and supplemental appropriations of budgeted funds; and

WHEREAS, the Town provided notice of a public hearing concerning this Resolution in accordance with Section 29-1-106, C.R.S., by publishing notice once in a newspaper of general circulation and held such public hearing as required by state statute; and

WHEREAS, the Town desires to amend its 2015 budget and approve supplemental budget appropriations from the General Fund, Electric Fund, Water/Sanitation Fund as set forth in this Resolution in order to fund needed unanticipated operating expenditures and capital outlay; and

WHEREAS, money to finance these unanticipated expenses will come from unanticipated revenues, grant funds and unappropriated reserves; and

WHEREAS, other revenue sources anticipated at the time of the adoption of the budget have been more or less than anticipated; and

WHEREAS, as a result, it is necessary to amend the original budget appropriations for the current year;

WHEREAS, the additional appropriations contemplated by this Resolution do not exceed the amount of estimated revenues and fund balance in budget year 2015.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF LYONS, COLORADO;

Section 1. That the 2015 estimated expenditures for each fund are adjusted as follows:

	Original	Adjustment	Final
General Fund	\$1,612,254	\$500,000	\$2,112,254
Electric Fund	1,401,760	50,000	1,451,760
Water Fund	988,541	0	988,541
Sanitation Fund	477,690	4,000,000	4,477,690
Conservation Trust Fund	15,000	0	15,000
Parks & Rec Fund	523,229	0	523,229
Grant Fund	<u>25,000,000</u>	<u>0</u>	<u>25,000,000</u>
Total All Expenditures	\$30,018,474	\$4,550,000	\$34,568,474

Section 3. That the revised budget hereby approved and adopted shall be signed by the

Mayor and the Town Clerk/Treasurer and made a part of the public records of the Town.

ADOPTED, this 15th day of August, 2016.

TOWN OF LYONS, COLORADO

By: _____
Connie Sullivan, Mayor

ATTEST:

Debra K. Anthony, CMC, Town Clerk/Treasurer

Town of Lyons
A/P Summary Bi-Monthly
8/15/16

Date & Check #	Handchecks	Description	Amount
Total Handchecks			\$0.00
Payroll 8/12/16			will be reported on update

Unpaid Invoices - Vendor	Amount	Grant Funds	Grant Name
American Fence Company, In	\$ 75.00	\$ 75.00	FEMA
American Heritage Life Insur	\$ 70.64		
Birch Communications:	\$ 663.62		
Brannan Sand & Gravel Co.:	\$ 171.30		
C.E.S.:	\$ 500.00		
Century Link:	\$ 923.09		
Clark's Hardware:	\$ 412.55		
Colorado Analytical Lab:	\$ 1,320.30		
Colorado Department of Hea	\$ 2,565.00		
Colorado Materials:	\$ 1,175.32		
CPS Distributors, Inc.:	\$ 3.22		
Gateway Auto:	\$ 267.46		
Gateway Realty:	\$ 500.00		
Hatrock Excavating:	\$ 500.00	\$500.00	FEMA
Hill Petroleum:	\$ 325.89		
Innovative Computer:	\$ 3,232.50		
J & S Contractors Supply, Co.	\$ 813.13		
John Deere Financial:	\$ 146.58		
Liberty Waste Management,	\$ 165.00		
Longmont, City of:	\$ 25,555.36		
Loris and Associates:	\$ 4,797.35	\$4,797.35	FEMA
Lyons Redstone Museum:	\$ 3,250.00		
M E A N:	\$ 84,935.69		
Pitney - Bowes:	\$ 176.07		
Ramey Environmental Compl	\$ 2,272.70		
River Run 5K:	\$ 100.00		
Rush Management, Inc.:	\$ 1,125.00		
SAFEbuilt Colorado:	\$ 1,532.76		
Safelite Autoglass:	\$ 499.70		
St. Vrain Companies:	\$ 5,175.00		
Starkovich, Jacob:	\$ 610.20		
Taylor Equipment:	\$ 470.00		
Treatment Technology:	\$ 440.00		
Utilities Refund:	\$ 416.77		
Utility Notification Center:	\$ 124.41		
Unpaid Invoices as of 8/09/16		\$145,236.61	\$5,372.35
			Grant Expenditures

Total (hand checks, unpaid invoices & payroll)	\$145,236.61
---	---------------------

Agenda Item No: IX-2

Meeting Date: August 15, 2016

Subject: Resolution in Support of Soliciting Requests for Proposals for Professional Services to conduct a Market Feasibility Study for a proposed Hotel in the Town of Lyons

Presenter: Jacquelyn Watson, Economic Development and Community Relations Manager

Background: In order to further the Town's goals of providing increased lodging options (as identified in the 2014 Lyons Recovery Action Plan), the first step is to obtain knowledge as to whether it is feasible for a developer to successfully build and operate a hotel in the town of Lyons.

A Hotel Market Feasibility Study will address the projected market demand for the number, type and duration of hotel stays in Lyons; a competitiveness analysis on what a new hotel facility must do to provide a unique alternative to the current hotel stock to be successful; and an economic feasibility analysis for a potential hotel.

The successful bidder will conduct a study to determine overall market feasibility of a lodging facility. The resulting analysis will provide information and data to the town to assist in reviewing proposed lodging projects.

The Economic Development Commission has earmarked up to \$10,000 in its Outside Professional Services budget to complete this study. The selection committee will be made of two EDC members, Chamber and Town staff and Trustee Waugh, EDC liaison. The recommended proposal will be brought to the BOT for approval.

**TOWN OF LYONS, COLORADO
RESOLUTION 2016-72**

**A RESOLUTION APPROVING THE REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES
TO CONDUCT A MARKET HOTEL FEASIBILITY STUDY FOR A PROPOSED HOTEL IN THE TOWN
OF LYONS**

WHEREAS, the Town of Lyons (the "Town") has the authority to enter into contracts for any lawful municipal purpose, including requests for proposals, pursuant to C.R.S. § 31-15-101; and

WHEREAS, the Lyons Recovery Action Plan's Economic & Business Objective 1.4: *Increase local businesses share of regional market and prevent local dollar leakage to nearby communities*; and BIZ Strategy 1.4.1: *Create a business plan that documents the existing events-based industry and demonstrates the profitability of a Hotel/Conference Center*, supports research on the feasibility of a hotel; and

WHEREAS, the Town would like to determine the current and projected market demand analysis for number, type and duration of hotel stays in the town; and

WHEREAS, the Town would like to see a competitive analysis on what a new hotel facility must do to provide a unique alternative to the current hotel stock and be successful; and

WHEREAS, the Town would like an economic feasibility analysis for a potential hotel; and

WHEREAS, the Town of Lyons Economic Development Commission has approved up to \$10,000 from the Economic Development Budget, under the Professional Outside Services line item, to pay for such a study.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOWN OF LYONS, COLORADO:

Section 1. The Town Board of Trustees hereby approves the Request for Proposal to solicit professional services to conduct a market feasibility study for the purposes described above.

ADOPTED THIS 15th DAY OF AUGUST

TOWN OF LYONS

By: _____
Connie Sullivan, Mayor

ATTEST:

Debra K. Anthony, Town Clerk

INTRODUCTION

The Town of Lyons requests proposals for professional services to conduct a market feasibility study for a proposed hotel/motel in the Town of Lyons. 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 hotel stock and be successful; and an economic feasibility analysis and proforma for a potential hotel.

OVERVIEW

The Town of Lyons wishes to examine the potential for successful development of a hotel facility within the town limits of Lyons. Although a specific site has not been designated, there are several potential sites within the town that may provide an opportunity for hospitality development. The goal of the Town of Lyons is to determine what type of hospitality project is feasible by the private sector and what amenities could be supported. The feasibility may include recommendations for public incentives and new infrastructure to improve the project viability if there is a shortfall in the projections.

The successful bidder will conduct a study to recommend a facility program and determine the overall market feasibility of the recommended facility. The resulting analysis will be provided to potential hotel developers, management companies and brands who may be interested in participating in a hotel project.

COMMUNITY BACKGROUND:

Incorporated in 1891, the Town of Lyons is historically known for exporting its red sandstone from local quarries. More recently, Lyons is sought after for its music, arts and outdoor recreation opportunities. The Town of Lyons has a population of approximately 2,000 while being situated in Boulder County, which has a population of 310,048. The Town of Lyons is located on the Front Range of the Colorado Rockies, 50 miles north of Denver and 20 miles south of Estes Park and Rocky Mountain National Park. Other facts include:

- US Highway 36 passes through Lyons, which is a major east–west route in Colorado and the United States, extending from Rocky Mountain National Park to the Kansas state line.
- Hundreds of thousands of tourists regularly head west to Rocky Mountain National Park on Highway 36, always having to pass by Lyons’s doorstep.
- Site of Planet Bluegrass, world-renown, award-winning home of music festivals and concerts drawing thousands of festival goers annually.
- In 2009, the Town of Lyons began a \$2 million capital improvement project for streetscape improvements in its downtown area that included widened sidewalks, efficient and stylish streetlights, public art and landscaping; thus attracting new businesses and encouraging private sector investment in the business district.

- In 2013, the Town was subjected to a 500+ year federally-declared disaster, with flood waters damaging ten commercial buildings and properties and shutting down the entire business district for an eight-week period due to lack of utilities. However, the business district has bounced back with new determination to succeed and prosper.
- In 2016, the Town continues beautification work on East Main Street, installing new sidewalks, lighting, traffic signal and parking spaces.
- Lyons Outdoor Games is an annual, premier Colorado outdoor lifestyle, adventure sport and music festival, which occurs in early summer, again drawing thousands of visitors to the area.
- The Town of Lyons is a *Main Street* organization, which is a demonstrated program developed by the National Trust for Historic Preservation that focuses public and private resources on revitalizing and promoting the Town's historic buildings and history.
- The area is host to five successful wedding venues.

DESIRED OBJECTIVES & ASSUMPTIONS

The primary factors contributing to the consideration of a new hotel facility in Lyons are as follows:

- The perceived need for a quality hotel will allow the Town to market itself as an overnight destination to visitors, which has been recommended by multiple independent economic plans for the Town.
- The perception that existing hotels in or near the Town are either aging or too small, and may not be suitable for destination travelers who could otherwise be attracted to visit Lyons.
- The perception that existing hotels are losing overnight stays to newer facilities in Longmont and Boulder for visitors doing business with local industry located in the Town.
- The perception that there is demand for destination events like weddings, sporting events, tourism and music festivals that may not be accounted for in standard market analyses.
- The perception that there is a demand for banquet and meeting space for weddings, small conferences, business events (non-profit galas, annual meetings, etc.) that would be attracted to a facility in town.
- The perception that Lyon's tourism product primarily relies on accommodations with rental homes, and "Air BnBs," and less with hotels, so a quality hotel in the Town may be able to attract some RMNP visitors only seeking a 1-3 night stay.
- The vision of leveraging Lyons's abundant surrounding natural, historical and cultural resources into destination workshops and seminars for special interest travelers. This could include geologist, quarry industry, photography and cooking workshops, birding, etc.
- A Front Range Business and Industry Conference location for various private and public sector entities, using a quality hotel with meeting space as a platform.
- An increased ability to attract new events to the Town.

SCOPE OF WORK

The following is an outline of the desired services to be performed:

Market Demand Analysis

1. Determine current and potential future lodging and hospitality demand in the market area
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. 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.
6. Conduct demand analysis
 - a. Primary & secondary market research
 - b. Identify demand generators or potential users of a facility, including interviews with potential users including meeting planners, event promoters and/or other customers.

Project Feasibility Study

1. Determine the viability of a hospitality product in Lyons 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. Project economic impacts
 - a. Project impact on hotel room nights
 - b. Project tax revenue increase to the Town
 - c. Project impact on Town restaurants and retailers
5. Address 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:

- Number and mix of guest rooms
- Room configuration
- Food and beverage concept
- Banquet and meeting space requirements
- Other facilities and amenities
- Brand affiliation, if any

Financial Projections

- Provide financial projection for development and operations that can be used by the Town if a request for proposal is sought for a hotel project.

Note: The Town of Lyons will consider input from respondents as to other suggested services to be considered.

SUBMISSION REQUIREMENTS FOR RFP

1. Name and basic information of the consulting firm submitting the proposal.
2. Names and professional qualifications of the representatives of the firm that will be conducting the study.
3. List of the firms or entities, including the names and contact information, for which the bidder had conducted similar studies. Include a brief summary of the purpose of the study and any measurable results to date.
4. Describe in detail 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 Lyons and potential stakeholders to make informed decisions.
6. Provide a schedule and time frame for completion of the study.
7. The proposers will acknowledge receipt of all Addenda, if any, in their proposals. The Town reserves its right to issue Addenda to this RFP up to five (5) days prior to the bid due date as needed to clarify the Town of Lyons's desires, or to make corrections or changes to the RFP document or submittal process. All project information will be updated and posted to Rocky Mountain E-Purchasing System, which can be accessed through the Town's website at www.townoflyons.com under "Bid Opportunities" and/or "Bids & RFPs." It is the proposer's responsibility to obtain the information directly from RME Purchasing website regarding this project. Proposals must be valid for a period of sixty (60) days from the date due.

Proposals marked "Hotel Market Study" shall be returned **no later than 4:00 pm on Friday, September 30, 2016** to:

Jacquelyn Watson, Economic Development and Community Relations Manager
Town of Lyons
PO Box 49
Lyons, CO 80540
Email: jacquew@townoflyons.com
Phone: 303-823-6622 x12

The submittal should include two (2) original copies, one bound and one unbound.
Any submitted proposals become property of the Town.

EVALUATION CRITERIA

Consultants will be evaluated according to the following:

- Qualifications and previous related work of firm/key project personnel, particularly with regard to working with municipalities of similar size, in similar market environments, and the demonstrated ability of key project personnel to conduct and produce a reliable study that will be valued by potential project stakeholders.
- Understanding of project goals, market environment, local issues and needs.
- Demonstrated relative experience to this project.
- Creativity or innovative project approach.
- Proposed fees and schedule to complete project.

SELECTION PROCESS

The Town anticipates evaluating the proposals for selection shortly after due date. The Town will attempt to negotiate a final scope of services and fixed fee agreement with the highest ranking firm. If the Town is unable to reach agreement with the highest ranking firm, the Town reserves the right to negotiate with the next highest firm until an agreement is reached. Negotiated contract will be submitted to the Town Board for final approval.

ADDITIONAL INFORMATION

Requests for additional information should be directed to:

Jacquelyn Watson, Economic Development and Community Relations Manager

Town of Lyons

PO Box 49

Lyons, CO 80540

Email: jacquew@townoflyons.com

Phone: 303-823-6622 x12

RESERVATION OF RIGHTS

The Town will conduct a comprehensive and impartial review and evaluation of all Proposals meeting the requirements of this solicitation. Please note that the Town, at its sole discretion, reserves the right at any time during this process to reject any or all Proposals that are not in the best interest of the Town.

Only timely submitted Proposals shall be reviewed and evaluated by staff to determine if they comply with the required forms and documents and submission requirements listed in the RFP. This will be a pass/fail review. Failure to meet any of these requirements may render a Proposal to be a failing response and result in rejection of the entire Proposal. Further evaluation will not be performed.

The Town of Lyons reserves the right to reject any and all proposals and to waive minor irregularities. The Town further reserves the right to seek new proposals when such a procedure is in the best interest of the Town to do so.

“The Town of Lyons will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Persons needing accommodations or special assistance should contact the Town at hr@townoflyons.com as soon as possible, but no later than 72 hours before the scheduled event.”