



CITY OF DEADWOOD
REQUEST FOR PROPOSALS
LOWER MAIN WELCOME CENTER
NAMING RIGHTS

CITY OF DEADWOOD
PARKING & TRANSPORTATION COMMITTEE
100 SHERMAN STREET
DEADWOOD, SD 57732

OVERVIEW

THE CITY OF DEADWOOD IS SOLICITING BIDS FROM COMPANIES AND INDIVIDUALS INTERESTED IN ACQUIRING THE NAMING RIGHTS TO THE LOWER MAIN STREET WELCOME CENTER, AN OUTDOOR ENTERTAINMENT SPACE, AND A CREEK OVERLOOK PLAZA ON THE PROPERTY. THE TERM OF THE CONTRACT SHALL BE FIVE (5) YEARS, COMMENCING MAY 2017. ANNUAL CASH PAYMENTS ARE REQUIRED FOR EACH YEAR OF THE CONTRACT.

INTENT

THE LOWER MAIN WELCOME CENTER IS AVAILABLE FOR NAMING ON BEHALF OF AN INDIVIDUAL OR ORGANIZATION. IN CONSIDERATION OF ANNUAL CASH PAYMENTS AND OTHER TYPES OF IN-KIND SERVICES MADE BY THE NAMING RIGHTS PARTNER(S) (NRP) TO THE CITY OF DEADWOOD, THE CITY WILL GRANT ENTITLEMENTS SET FORTH BELOW. ALL FUNDING GENERATED THROUGH THE NAMING RIGHTS PARTNERSHIP WILL BE APPLIED TO THE OPERATIONS OF THE CENTER.

BACKGROUND

THE DISCOVERY OF GOLD IN THE BLACK HILLS IN 1874 SET OFF ONE OF THE LAST GREAT GOLD RUSHES IN THE COUNTRY. IN 1876, MINERS MOVED INTO THE NORTHERN BLACK HILLS. THAT'S WHERE THEY CAME ACROSS A GULCH FULL OF DEAD TREES AND A CREEK FULL OF GOLD...AND DEADWOOD WAS BORN.

PRACTICALLY OVERNIGHT, THE TINY GOLD CAMP BOOMED INTO A TOWN THAT PLAYED BY ITS OWN RULES THAT ATTRACTED OUTLAWS, GAMBLERS AND GUNSLINGERS ALONG WITH GOLD SEEKERS. WILD BILL HICKOK WAS ONE OF THOSE MEN WHO CAME LOOKING FOR FORTUNE. BUT JUST A FEW SHORT WEEKS AFTER ARRIVING, HE WAS GUNNED DOWN WHILE HOLDING A POKER HAND OF ACES AND EIGHTS – FOREVER AFTER KNOWN AS THE “DEAD MAN’S HAND”.

THROUGHOUT THE YEARS FOLLOWING THE GOLD RUSH, DEADWOOD HAS SURVIVED SEVERAL MAJOR FIRES AND NUMEROUS ECONOMIC HARDSHIPS, PUSHING IT TO THE VERGE OF BECOMING ANOTHER OLD WEST GHOST TOWN. IN 1989 LIMITED STAKES GAMBLING WAS LEGALIZED AND DEADWOOD WAS REBORN.

TODAY, THANKS TO THE COMBINED EFFORTS OF THE DEADWOOD HISTORIC PRESERVATION COMMISSION, DEADWOOD CHAMBER OF COMMERCE, THE SOUTH DAKOTA COMMISSION ON GAMING AND NUMEROUS VOLUNTEERS, EMPLOYEES AND COMMUNITY LEADERS, DEADWOOD HAS BECOME A TOP TOURIST DESTINATION IN THE REGION, PLAYING HOST TO APPROXIMATELY 2 MILLION VISITORS PER YEAR.

THE PROPOSED SITE FOR LOWER MAIN WELCOME CENTER SITS ON APPROXIMATELY 3 ACRES AND IS LOCATED ALONG LOWER MAIN STREET/US HWY. 14A. THE WELCOME CENTER WILL BE A UNIQUE, STATE OF THE ART FACILITY, WHICH WILL HOST A STAFFED INFORMATION CENTER CONTAINING MAPS, INTERACTIVE DISPLAYS, HISTORIC INTERPRETATION ETC... THE BUILDING WILL ALSO HOUSE THE DEADWOOD CHAMBER OF COMMERCE.

THE SITE IS DESIGNED TO BE AN ICONIC GATEWAY INTO THE COMMUNITY; DEADWOOD'S HISTORIC MAIN STREET AND WILL SERVE AS A PUBLIC TRANSPORTATION HUB FOR THE DEADWOOD TROLLEY. PARKING AREAS WILL PROVIDE PARKING FOR OVER 200 VEHICLES, BUSES AND RV'S. OTHER FEATURES INCLUDE PLAZAS, WALKING TRAILS ALONG WHITEWOOD CREEK, CREEK OVERLOOKS, 24 HOUR PUBLIC RESTROOMS, BEAUTIFUL LANDSCAPING AND A PUBLIC MEETING ROOM. THE SITE WILL ALSO BE DESIGNED TO HOST VARIOUS OUTDOOR EVENTS.

THIS IS AN OPPORTUNITY TO BENEFIT FROM EXPOSURE TO OUR NEARLY 2,000,000 ANNUAL GUESTS (EXTERIOR/INTERIOR SIGNAGE) AND BEING MENTIONED BY NAME ON ALL PROMOTIONAL ITEMS AND OTHER PRINTED INFORMATION. IT WILL ALSO GAIN A SUBSTANTIAL AMOUNT OF FREE PRESS FROM REGIONAL MEDIA OUTLETS DURING CONSTRUCTION AND HIGHLY ATTENDED ANNUAL SPECIAL EVENTS SUCH AS KOOL DEADWOOD NIGHTS, WILD BILL DAYS, MARDI GRAS AND THE STURGIS MOTORCYCLE RALLY.

PROPOSAL REQUIREMENTS

1. THE ORGANIZATION MUST ENTER INTO A CONTRACT (SAMPLE ATTACHED) WITH THE CITY OF DEADWOOD GUARANTEEING ANNUAL NAMING RIGHTS, PAYMENTS AND OTHER TERMS AND CONDITIONS AS MAY BE REQUIRED.
2. THE ORGANIZATION MUST BE WILLING TO PAY FOR SIGNAGE OF WHICH THE DESIGN WILL BE MUTUALLY AGREED UPON BY THE SUCCESSFUL ORGANIZATION AND THE CITY OF DEADWOOD.
3. PROPOSALS MUST BE SUBMITTED BY THE CLOSING DATE OF **JANUARY 11TH, 2017 AT 5:00 PM, MST.**
4. THE CITY OF DEADWOOD RESERVES THE RIGHT TO WAIVE IRREGULARITIES, REJECT AND/OR ACCEPT ANY AND ALL BIDS, IN WHOLE OR IN PART, OR TAKE OTHER SUCH ACTIONS AS BEST SERVES THE INTERESTS OF THE CITY.

NAMING PARTNER'S RIGHTS

FOR THE PROPOSED VISITOR CENTER:

SELECTED NAMING RIGHTS PARTNER (NRP) SHALL HAVE EXCLUSIVE NAMING RIGHTS TO THE PROPOSED WELCOME CENTER.

THE NRP SHALL HAVE THE RIGHT TO ERECT SIGNAGE, AT THEIR EXPENSE, ON THE ESTABLISHED SITE AND BUILDING. THE CITY OF DEADWOOD MUST APPROVE DESIGN, LOCATION, SIZE AND CONTENT OF SIGNAGE, PRIOR TO NRP ORDERING THE SIGN(S).

THE WELCOME CENTER SHALL INCLUDE NRP'S LOGO ON ALL PROMOTIONAL FLYERS AND POSTERS, WHICH PROMOTE CITY SPONSORED EVENTS HELD AT THE SITE.

THE NRP SHALL HAVE THE RIGHT TO USE THE CITY/VISITOR CENTER'S NAME AND LOGO, IN NRP'S MARKETING AND ADVERTISING PROGRAMS. THE NRP MUST SUBMIT ALL COPY AND PROPOSED USE OF CITY'S NAME AND LOGO TO THE VISITOR CENTER FOR PRIOR APPROVAL AS TO DESIGN AND CONTENT OF USE.

THE CITY SHALL PROVIDE A LINK FROM THE CITY WEBSITE, WWW.CITYOFDEADWOOD.COM TO THE NRP'S WEBSITE AS PART OF THE WEB PAGE THAT LISTS THE WELCOME CENTER'S CONTACT INFORMATION.

CITY'S RIGHTS

THE CITY RETAINS ALL ASSET MANAGEMENT RIGHTS, ALL RENTALS AND PERMIT RIGHTS, AND ALL OTHER PROMOTIONAL RIGHTS NOT SPECIFICALLY GRANTED TO NRP IN THE SPECIFICATIONS.

THE CITY SHALL HAVE THE RIGHT TO APPROVE ALL ON-SITE ADVERTISING AND PROMOTIONS BY NRP.

THE CITY SHALL BE RESPONSIBLE FOR MAINTAINING THE WELCOME CENTER. THE CITY RESERVES THE RIGHT TO REMOVE ANY ADVERTISEMENTS OR SIGNAGE THAT HAS BECOME WORN, DISFIGURED OR OTHERWISE UNSUITABLE FOR DISPLAY. UPON SUCH REMOVAL, NRP SHALL HAVE THE RIGHT TO REPLACE THE REMOVED ADVERTISEMENT OR SIGNAGE, SUBJECT TO THE PROVISIONS OF THE CONTRACT.

RATING CRITERIA

THE FOLLOWING WILL BE CONSIDERED DURING THE EVALUATION PROCESS:

- 1. SUBMITTED LETTER OF INTENT AND BID REPLY SHEET.**
- 2. YOUR COMPANY/ORGANIZATION MUST BE A REPUTABLE BUSINESS AS DETERMINED BY THE DEADWOOD CITY COMMISSION.**
- 3. THE VENDOR MUST BE ABLE TO PROVIDE PROOF THAT THEIR ORGANIZATION OR COMPANY CAN MEET THE FINANCIAL OBLIGATIONS OF ITS PROPOSAL.**
- 4. REFERENCES.**

SUBMITTAL OF PROPOSALS

PROPOSALS MUST BE RECEIVED IN THE DEADWOOD POLICE DEPARTMENT OFFICE NO LATER THAN **JANUARY 10TH, 2017. PLEASE SEND SIX (6) COPIES TO:**

MAIL:

**DEADWOOD POLICE DEPARTMENT
CHIEF KELLY FULLER
100 SHERMAN STREET
DEADWOOD, SD 57732**

OR

HAND DELIVER:

**DEADWOOD POLICE DEPARTMENT
100 SHERMAN STREET
DEADWOOD, SD 57732**

IF YOU HAVE ANY QUESTIONS REGARDING THE PROPOSAL, PLEASE CONTACT CHIEF KELLY FULLER AT KELLY@CITYOFDEADWOOD.COM OR (605) 578-2623.