Muskegon Community College
Request for Proposal
Health Center Market Research

REQUEST FOR PROPOSAL

Muskegon Community College (MCC) is planning to renovate its current gymnasium and build onto it a Health Center addition. The college is currently seeking and accepting proposals from service providers to conduct demographical and architectural analyses to be used in the renovation of the current facility and development of the new health center addition.

Proposals must be sealed and received by either mail or personal delivery on July 7, 2014, at 2:00 p.m. EST. Proposals received after the specified time will not be considered. Proposals shall be plainly marked on the outside of the envelope/box with Market Research Services and the name of firm submitting proposal. It is the sole responsibility of the proposer to assure that their proposal is received by Muskegon Community College prior to the time specified. One (1) original and five (5) identical copies should be submitted to the following address:

Muskegon Community College
Attn: Amy James
Room #1123
221 S. Quarterline Rd.
Muskegon, MI 49442

An “Optional Walk-Through Visit,” will take place on June 19, 2014. The proposer will have the opportunity to clarify or ask questions on this RFP, as well as walking through our current facility. We will start promptly at 2:30 p.m. EST.

BACKGROUND ON MUSKEGON COMMUNITY COLLEGE

MCC was founded as Muskegon Junior College in 1926, and has been continually accredited by the Higher Learning Commission of North Central Association since 1929. The community college district was created via the Michigan Constitution of 1963 along with an elected Board of Trustees. The college moved to its current campus location, an Alden B. Dow designed facility that opened to the public in 1967.

In 1995, the Stevenson Center for Higher Education opened, comprising a consortium of Ferris State University, Grand Valley State University, and Western Michigan University, designed to increase access to educational opportunities for Muskegon residents. In 2010 the Outdoor Learning Lab, a focal point of green technology and center for MCC’s new Alternative and Renewable Energy certificate program opened. The college is currently located on a 111-acre campus in Muskegon, with extension centers in Newaygo and Ottawa counties.
SCOPE OF WORK

Muskegon Community College is seeking the following services:

(1) A demographical analysis of a portion of the college’s service area based on concentric circles radiating from the campus out to approximately 10 miles, and analysis of homeownership within those circles and analysis of financial status of residents, as well as other demographic data including age distribution, marital status, etc. The demographic analysis should project the numbers for internal (student, student athlete, faculty and staff) demand, and for external or community demand, for a comprehensive college/community health and fitness center.

(2) An architectural analysis that helps to define what MCC currently has, what renovations would be required, and what additions would be suggested to meet the community needs based on the projected volume of the demographic analysis.

PRICING: Not to exceed $10,000

INFORMATION AND INSTRUCTIONS

1. Submission Requirements: The complete original proposal must be submitted in a sealed package and received by July 7, 2014 at 2:00 p.m. EST.

2. Interview: A proposer may be required to make a presentation of their proposal. This will provide an opportunity to clarify or elaborate on the proposal, but will not, in any way provide an opportunity to change any fee amount originally proposed. If Muskegon Community College chooses to have presentations, they will schedule and notify the proposer(s) of the time and location of their presentation.

3. Modifications: Muskegon Community College reserves the right to request that the proposer modify the proposal to more fully meet the needs of the college.

4. Request for Additional Information: The proposer shall furnish such additional information if Muskegon Community College may require.

5. Acceptance/Rejection/Modification to Proposals: Muskegon Community College reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and waive minor irregularities in the procedures.

6. Evaluation/Award: The evaluation and award of this bid shall be a combination of factors including but not limited to: cost, professional competence, references and the correlation of the proposal submitted to the needs of the college, and any other factors considered to be in the college’s best interest. The bid will be awarded to the most responsible, responsive bidder whose proposal, conforming to this solicitation, will be most advantageous to the college, price and other factors considered.
7. **Equal Employment Opportunity:** It is the policy of Muskegon Community College to provide equal opportunities and not discriminate in enrollment, education, employment, public accommodations, activities or services on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, political persuasion, disability, height, weight, age, or other prohibitive matters. It is the policy of the College to patronize only those firms and vendors that demonstrate a commitment to equal opportunity within their own enterprises and who abide by Federal and State laws.

**PROPOSAL FORMAT**

In order to insure a uniform review process and obtain the maximum degree of compatibility, it is required that the proposals be organized in the manner specified below.

1. **Title Page:** The proposer should identify the RFP subject, the name of the contractor, local address, telephone number, name and title of contact person and date of submission.

2. **Table of Contents:** Provide clear identification of the material by section and by page number.

3. **Company History:** Information related to the contractor’s qualifications and resources.
   a. Briefly describe your company’s history, number of employees and years in existence.
   b. Provide details of your company’s financial status and stability.

4. **Qualifications and Experience of Staff**

5. **References:** List at least three (3) client references. (See page 4)

6. **Required Forms:** Complete and sign all required forms (See page 5) and include a copy of your State of Michigan license.
LIST OF REFERENCES

IMPORTANT: This form must be returned with the bid proposal form.

1. Name of Company_____________________________________________________________
   Address_____________________________________________________________________
   Contact Person/Title__________________________________________________________
   Telephone Number____________________________________________________________

2. Name of Company_____________________________________________________________
   Address_____________________________________________________________________
   Contact Person/Title__________________________________________________________
   Telephone Number____________________________________________________________

3. Name of Company_____________________________________________________________
   Address_____________________________________________________________________
   Contact Person/Title__________________________________________________________
   Telephone Number____________________________________________________________

Authorized Signature__________________________________________________________
Printed Name and Title
I have carefully examined the Request for Proposal, Instructions, Terms and Conditions, Scope of Services, Bid forms and all other documents accompanying this proposal.

I propose to furnish the services specified in the Request for Proposal at the prices or rates quoted in my proposal. I agree that my proposal will remain firm for a period of sixty (60) days in order to allow Muskegon Community College adequate time to evaluate the proposals.

I certify that all information contained in this Request for Proposal is truthful to the best of my knowledge and belief. I further certify I am duly authorized to submit this proposal on behalf of the vendor/contractor and that the vendor/contractor is ready, willing and able to perform if awarded this bid/proposal.

I further certify that this bid/proposal is made without prior understanding, agreement, connection, discussion or collusion with any other person, firm or corporation submitting a bid/proposal for the same commodity or service; no officer, employee or agent of Muskegon Community College or of any other bidder/proposer interested in bid/proposal; and the undersigned executed this bidders/proposers certification with full knowledge and understanding of the matters contained and was duly authorized to do so.

Name of Business______________________________________________________________

Signature______________________________________________________________

Name & Title______________________________________________________________

Mailing Address___________________________________________________________

Telephone Number________________________________________________________

E-mail Address___________________________________________________________