



Minnesota Amateur Sports Commission  
&  
National Sports Center Foundation



**REQUEST FOR PROPOSAL**

**Healthcare Partner  
at the  
National Sports Center**



## National Sports Center

### Project Overview

The Minnesota Amateur Sports Commission (MASC) and the National Sports Center Foundation (NSCF) invite select healthcare organizations with significant experience in designing, programming and operating medical facilities to submit statements of qualifications and proposals to develop and/or redevelop sports medicine related facilities on the 700-acre National Sports Center (NSC) campus, in Blaine, Minnesota.

The MASC was created in 1987 by the Minnesota State Legislature to promote the economic and social benefits of sports by aiding in programming events and assisting in the construction of amateur sports facilities throughout the state. The National Sports Center opened in 1990 as the flagship amateur sports facility of the MASC.

### Goal

The Minnesota Amateur Sports Commission and the National Sports Center Foundation visualize an innovative and unique healthcare partnership that will:

- Help the NSC attain the goal of becoming the pre-eminent amateur sports campus in the world; where players, families and fans will enjoy quality programs, earn lifetime memories; play in the highest quality facilities; and learn healthy training, rehabilitation, and maintenance techniques in an academically cutting-edge environment
- Provide a platform for the healthcare partner to offer valued and innovative services, conduct research, touch a large number of customers of all ages, and establish a progressive brand image with every one of the 4 million NSC visitors

The NSC and the MASC challenge our new healthcare partner to work cooperatively with NSCF staff to generate ideas, build facilities, and create programs that will, thirty years into the future, be viewed as the most innovative and progressive in amateur sports.

### Term

The Master Contract's term is anticipated to extend fifteen (15) years from the effective date and may be conditionally renewed for up to two (2) renewals of ten (10) years each.



## Opportunities

The NSCF's interest in establishing a long-term partnership with a leading health care provider is to enhance health care services for the athletes who utilize NSC facilities; and, expand our collective abilities to further improve the amateur sports experience. For NSC's healthcare partner this will include:

1. Identifying sports medicine related research opportunities and conduct meaningful research in collaboration with NSC staff and athletes.
2. Providing consulting and athletic trainer services in sports medicine while supporting NSC events and programs throughout the campus.
3. Providing educational programs, seminars, classes, and continuing education for community groups.
4. Expanding current NSC-based health care services for athletes, athlete families and the local community as demand for health care grows.
5. Sponsorship recognition for the selected health care provider.
6. Collaborating with NSC partners in marketing and health care service activity. For example, NSC is the training and practice location for Minnesota United FC.
7. We anticipate possible collaboration with additional NSC partners in the near future, affording our health care partner the opportunity to be more visible and participate in additional marketing efforts.
8. Training opportunities for clinicians and students associated with the selected health care partner that will be unmatched anywhere in the United States.

## Objectives

NSC is requesting your organization prepare and submit a comprehensive proposal that addresses the four objectives listed below. Appropriate responses and effective implementation by both your organization and NSCF will contribute to strengthening amateur sports in Minnesota and the Upper Midwest:

1. **Health Care Services** – NSC currently hosts 300+ events per year and draws in excess of 4 million visitors annually. This activity creates, in some cases requires, the need for healthcare services like trainers and emergency medical personnel located on campus. In your proposal, please outline the specific healthcare services your organization deems appropriate initially, as your organization initiates its provision of health care services at NSC. Additionally, expand that discussion and list the **health care service growth opportunities over the initial five years** of your NSC on-site services. The NSCF has considered these service categories as possible NSC on-site resources for athletes, their families and the community:
  - Injury and illness treatment such as an urgent care operation
  - Sports rehabilitation
  - Athletic Performance Improvement

- Orthopedics and related support services such as physical therapy
- Research, testing and education in sports related areas
- Nutrition
- Primary care clinic services
- Ambulatory surgery services
- Laboratory and radiology diagnostic capabilities
- Sport medicine technology; for example apple watch
- Other services as suggested by your organization

In addition, please provide your organization's approach for complimentary solutions for healthcare and future needs of visitors to the NSC. Make particular note of how your organization would assist with the USA CUP (July) and its required services (16,000 athletes from approximately 1,200 teams and 25,000 visitors per day)

NSC has not drawn any conclusions as to the optimal mix of NCS-based health care services. We look forward to your ideas and the time frame for implementation of your organization's health care services. Your organization has a better ability than the NSCF to define demand for appropriate health care services outside of traditional sports medicine. We look forward to your input.

2. **Health Care Facilities** — In your RFP response, please provide insights into what are your expected health care facility needs and requirements. We recognize without a complete clinical program, accompanying space program and master facility plan, your organization cannot be definitive in your projected space needs. The following points are intended to help guide (or outline) your response:

- Estimated space requirements as your organization begins providing on-site health care services, including any special requirements such as radiology shielding, etc.
- Estimated space requirements at approximately year five of your organization's on-site health care services
- As the NSCF begins implementing its Campus Master Plan, your organization, as the new health services provider, will be asked to participate in health care facility planning and development options
- At this time, the NSC believes future health care services could be provided in redeveloped existing buildings or in newly constructed facilities. (See attached Site Development Options, page 20)
- All capital required for redeveloping or constructing new healthcare facilities will most likely be provided by your organization. It is unlikely that NSC or the State of Minnesota will incur any financial responsibility for health care facilities at the NSC. However, where possible, the partnership would explore collaborative efforts to seek any public

funding available for specific state facility improvements such as infrastructure and asset preservation.

- Short term lease option: The NSCF currently leases approximately 2,200 square feet of healthcare space. That lease will expire; and the organization NSCF selects from this RFP process will have an option for a short term lease or at least until new/redeveloped health care facilities are completed. Please indicate the expected annual square foot triple net lease rate for the existing clinic space.

3. **Multi-Purpose Sport Facility**—The NSC Campus Master Plan has identified the need for new multi-purpose indoor facilities capable of accommodating multiple sports; 1) an indoor turf facility home to soccer, football, lacrosse, and 2) a court-sports facility hosting basketball, volleyball, futsal and general fitness activity. These facilities would be built on the NSC campus, most likely in coordination with existing buildings in order to maximize the use of current facilities. Your organization, in your RFP response, should address the following points:

- The NSCF expects this facility will be sponsored by the selected health care provider with naming rights, appropriate signage, etc. The naming rights would run concurrently with your organization's Master Contract and continuing NSC-based health care services
- Please indicate what financial capital contribution your organization would make towards the planning and construction of this facility
- The NSCF has not yet developed a financing strategy for these facilities or formally obtained approval to build the multi-purpose facility, however multiple financing options can be explored given its public and nonprofit status

4. **Integrated Sponsorship Initiative**—The NSCF proposes to work with our major sponsors to create a truly transforming sponsor presence on the campus with a goal of reinvigorating how sponsors are presented. We anticipate the selected healthcare provider will be the primary healthcare sponsor of NSC activities and programs. The exact parameters of your sponsorship will be mutually defined in the Master Contract. Below are further points that should guide your response:

- Annual Sponsorship funding would be the annual payment to NSCF for your sponsorship, naming and signage and being the exclusive on-site health care provider, etc. This sponsorship would be for the same period as the Master Contract and subsequent renewals. Please indicate your organizations proposed annual sponsorship contribution to the NSCF

- Naming rights to the Multi-Purpose Sports Facility would be part of the annual sponsorship (in addition to the initial capital contribution for construction of the facility)
- Event partnership and branding rights would be included subject to final agreements between your organization and the NSCF. These agreements would be part of the Master Contract
- Athletic training services for on-site competitions; your organization would have first rights to provide these services
- Annual direct marketing efforts to support engagement at the NSC. Please indicate your organization's proposed annual marketing commitment and funding level to support the sponsorship.

### Statement of Qualifications

Provide the following background of your organization and proposed team:

1. **Brief** overview of your organization's health care services in Minnesota and the Upper Midwest
2. Summary of your experience in clinical services most related to amateur sports
3. Experience in the development and operation of health care services at sports and entertainment venues or similar facilities which serve the public
4. Specific experience with operating facilities or providing services for sports team, fitness centers, community based sport and fitness locations, YMCA's, etc.
5. Profile the key staff members from your organization who would work with the NSCF for implementation and operation of your health care services on our campus

### Master Contract

The proposals submitted in response to this RFP are expected to result in an exclusive contract (Master Contract) to lease land, build, lease building space, be a sponsor and provide consulting services to the MASC and the NSCF.

1. Respondent will have the sole responsibility for planning, designing and overseeing the implementation of such improvements to the facilities as may be required to achieve and maintain a reputation as a world-class facility, including the implementation of any improvements identified in the initial proposal and those subsequent improvements deemed necessary by your organization.
2. Where revenues generated by the proposal would be insufficient to fund any proposed improvements, the respondent submitting the proposal will be

required to identify where such funds could be obtained by the MASC, the NCSF or your organization, and the proposed source of repayment of such funds.

3. All improvements will be subject to review and approval by the MASC and the NSCF, provided such approval will not be unreasonably withheld or delayed.
4. Respondent shall expect to have the exclusive right to provide comprehensive medical services on-site to visitors, including but not limited to operation of sport related medical facilities, including but not limited to; orthopedics, surgical, rehabilitation, sport sciences, education and research, rehabilitation, etc.
5. Respondent assumes sole financial responsibility for any new construction and or the re-development and operation of the medical clinic, and all financial risks in connection with such business.
6. The annual sponsorship fee will be a guaranteed payment regardless of the success of the medical services business.
7. The parties will arrange for a mutually satisfactory transition to Respondent (if needed) for the existing medical space currently in use at the NSC.
8. If not provided at a no-cost basis, Respondent shall provide pricing structures for athletic trainer services for two types of events; internal events and external customer events.

### **Proposal Instructions**

Each proposal should be prepared and submitted with five (5) copies in printed form and an electronic copy submitted in PDF format on a USB storage device. Each proposal shall be accompanied by two manually signed printed copies and one scanned electronic copy of the Statement of Qualifications and supporting acknowledgments (if any), signed by the appropriate representatives of the required parties. The proposal shall be sent to:

Kris Bjerckness, Project Coordinator  
Email: [kbjerckness@nscsports.org](mailto:kbjerckness@nscsports.org)  
Phone: 763.785.5610  
National Sports Center Foundation  
1700 – 105th Avenue NE  
Blaine, Minnesota 55449

### **Due date**

All proposals must be received not later than 4:00 p.m., local time, Friday March 9, 2018.



### **General**

This RFP does not commit the MASC or the NSCF to award a contract or to enter into a Definitive Agreement/Master Contract with any person(s) submitting a proposal hereunder, and the MASC and the NSCF reserve the right to negotiate with any qualified party in the event they are not satisfied with the proposals received in response to this RFP. The MASC and the NSCF shall have sole and absolute discretion to accept or reject any or all proposals received as a result of this RFP, or to cancel this RFP in part or in its entirety, in which case any proposals received prior to such cancellation shall be deemed rejected. Respondent will comply with all state requirements as may apply.

### **Confidentiality**

If any confidential and proprietary information contained in a proposal is clearly identified, the MASC and the NSCF will use reasonable efforts to prevent the release or disclosure of such information during the review process, and will return the proposal or arrange for the redaction of such information in the event such proposal does not result in a Definitive Agreement.

Other personnel are NOT authorized to discuss this request for proposal with responders, before the proposal submission deadline. Contact regarding this RFP with any personnel not listed above could result in disqualification.

Respondent(s) who submit a proposal in response to this RFP agrees that the MASC and the NSCF shall have the right to contact anyone who has a prior or existing business relationship with such person; to solicit information from any available source concerning any aspect of a proposal; and to seek and review any other information deemed pertinent to the evaluation process.

### **Proposal Evaluation**

All responses received by the deadline will be evaluated by representatives of the MASC and the NSCF. Proposals will first be reviewed for responsiveness to determine if the minimum requirements have been met. Proposals that fail to meet minimum requirements will not advance to the next phase.

The MASC and the NSCF reserve the right, based on the scores of the proposals, to create a short-list of Respondents who have received the highest scores to interview, or conduct demonstrations/presentations. The MASC and the NSCF reserve the right to seek best and final offers from one or more Respondents. Any proposal which appears unrealistic in the assumptions made, approaches suggested, or commitments undertaken, or which indicates lack of required expertise or failure to comprehend the complexity of the project and potential business risks of undertaking the contract, may be rejected by the MASC and NSCF, without limiting their further discretion to act under the RFP with respect to any proposals submitted. All costs incurred in responding to this RFP will be borne by the responder.



## Evaluation Factors

The MASC and the NSCF reserve the right to reject any proposal submitted. Reviewed proposals will be evaluated and finalist(s) selected by the MASC and the NSCF in order to negotiate a definitive Master Agreement which, in the sole opinion of the MASC and the NSCF, best reflects the vision of the MASC and the NSCF. The MASC and the NSCF may consider some or all of the following criteria in their evaluation and comparison of proposals submitted. A 100-point scale will be used to create the final evaluation recommendation. The criteria listed are not meant to be exhaustive, and the order in which they appear is not intended to indicate their relative importance:

1. Scope of health care services to be initially (and in the future) provided at the NSC
2. Initial capital commitment for new Multi-Purpose Sport Facility
3. Annual sponsorship commitment
4. Funding commitment for direct marketing support of this initiative.
5. Experience and organizational capability in sports medicine, healthcare and related services plus experience with sport facilities.
6. General compliance and understanding of the project and the RFP requirements.
7. Team references—please provide two or three references for your proposed team members. It is preferable if these references relate to their experience with similar operations or development of projects such as those proposed by NSC.

The MASC and the NSCF shall not be obligated to accept the proposal which offers the highest projected financial returns to the NSCF, but shall make an award in the best interests of the NSCF and those constituencies with an interest in the future operations of the NSC.