



City of Osage Beach
REQUEST FOR PROPOSAL
Feasibility Study for
Multi-Sport Development
in Osage Beach, Missouri

Date issued:	June 20, 2025
Submission Deadline:	July 11, 2025 at 11am
Return to:	City of Osage Beach Office of the City Clerk 1000 City Parkway Osage Beach, Missouri 65065

INTRODUCTION

The City of Osage Beach invites qualified consultants or firms to submit a proposal to conduct a comprehensive feasibility study to determine what genre(s) of sports would fit our Lake community and help foster year-round attraction for our citizens and tourists. The City is seeking a strategic solution that prioritizes community needs, market demand, and long-term sustainability over short-lived trends or niche activities.

Proposals shall be submitted before the due date and time in a sealed envelope with the RFP title cleared marked on the front. Proposals may be mailed or hand delivered but are not accepted through email or fax. If it is necessary to revise the RFP, notice will be given in writing to all businesses or individuals who received the original RFP. **Sealed Requests for Proposals must be physically received in the Office of the City Clerk by Friday, July 11, 2025, at 11am.**

II. PROJECT PURPOSE AND OBJECTIVES

The goal of this project is to assess the feasibility, community demand, funding opportunities, and potential locations for various sports in Osage Beach, Missouri. These sport activities should serve residents of all ages and skill levels, supporting year-round use beyond seasonal

tournaments, with a focus on sports and recreational activities that demonstrate long-term popularity and broad community value.

The approach must align with the City's long-term vision of becoming a regional economic leader. Specifically, the proposed sport activities should complement existing investments that support two significant sources of sales tax revenue—retail and tourism—with the goal of bringing more visitors to Osage Beach and Lake of the Ozarks region.

Specifications:

- Determine the current and projected demand for athletic and recreational facilities within the municipality and region.
- Identify sports and facility features that reflect durable, long-term trends in participation, rather than transient or fad-based offerings.
- Provide a rigorous market analysis to inform investment decisions that will be relevant and impactful for decades to come.
- Identify realistic and sustainable funding sources, including grants, partnerships, and revenue models.
- Evaluate potential development sites and provide recommendations based on suitability, accessibility, and cost-effectiveness.
- Provide a timeline of completion for the study.

III. SCOPE OF WORK

The consultant will conduct a multi-phase study including the following:

1. Needs Assessment & Market Analysis

- Conduct a comprehensive market analysis, including demographic, economic, and regional sports participation data.
- Gather community input through surveys, focus groups, and stakeholder interviews to identify activities with strong, long-term demand.
- Analyze regional and national trends to differentiate between sustained recreational growth and short-term fads.
- Identify the best candidate for facility management, either private or public.
- Provide 5 examples of similar (youth, recreation, participatory indoor and outdoor complexes) projects where you have done this work. The projects must be operational and have been built/opened in the last 5 years. Provide contact information for the owner of the complex as a reference.

- Provide names and brief bios (title, years of experience, specific project list) of team members who will be leading this work.

2. Visitor Impact Analysis

- Estimated number of out-of-town visitors the facility could attract annually through tournaments, events, and regular use.
- Projected spending by visitors in the local economy (e.g., lodging, dining, shopping, fuel).
- Potential for extended stays and repeat visits driven by programming and events.
- Assessment of how the proposed sport activities could align with or enhance existing tourism strategies and seasonal demand cycles.
- Benchmark comparisons with similar regional facilities and their demonstrated visitor impact.
- Share a bulleted list of sources for data and trend information. Priority given to existing operational venue and industry data sources and real-time methodology for getting accurate source data.
- Provide 5 examples of similar (youth, recreation, participatory indoor and outdoor complexes) projects where you have done this work. The projects must be operational and have been built/opened in the last 5 years. Provide contact information for the owner of the complex as a reference.
- Provide names and brief biographies (title, years of experience, specific project list) of team members who will be leading this work.

3. Facility Recommendations

- Recommend facility components that serve high-participation, broad-appeal sports (e.g., soccer, basketball, aquatics, track and field, etc.).
- Provide options that support long-term usage and potential expansion over time.
- Provide names and brief biographies (title, years of experience, specific project list) of team members who will be leading this work.

4. Site Evaluation

- Identify and assess multiple potential land parcels within municipal boundaries, for structures, fields, parking, roads and other amenities like concessions, restrooms, playgrounds, storage and maintenance building, etc.
- Evaluation should be based on the following:

1. Zoning (no restrictions on sports field lighting, parking, amplified outdoor sound, signage or building heights unless subject to adjustment).
2. Accessibility (preferably an existing highway interchange or stoplight intersection on a major roadway that can handle event day traffic flows; proximity to quality hotel inventory, restaurants, retail, Lake of the Ozarks access, etc.).
3. Environmental factors (no soil or water contamination).
4. Utility infrastructure status and location (including but not limited to electricity, gas, water, storm water, sewer, fiber and phone).
5. Development feasibility (preference is given to donated land, land with existing parking and land with clear environmental records; land without potential habitats for endangered species, historical sites of record or flood plains).
6. General information including topography, acreage and current ownership.
 - Provide surveys, aerials, renderings, parcel maps, previous site studies, etc. to illustrate current condition plus existing and/or proposed use of adjacent properties.
 - Provide 5 examples of similar (youth, recreation, participatory indoor and outdoor complexes) projects where you have done this work. The projects must be operational and have been built/opened in the last 5 years. Provide contact information for the owner of the complex as a reference.
 - Provide names and brief biographies (title, years of experience, specific project list) of team members who will be leading this work.

5. Financial Feasibility

- Develop construction, general start-up and operating cost estimates.
- Provide use-based revenue projections by sport or program and long-term sustainability modeling.
- Management and staffing model.
- Characteristics and financial analysis of similar developments in comparable municipalities.

6. Funding and Grant Opportunities

- Identify federal, state, and nonprofit grant programs applicable to recreational infrastructure.

- Analyze public-private partnership potential and commercial sponsorship opportunities.
- Recommend funding strategies aligned with long-term operational success.
- List examples of similar (youth, recreation, participatory indoor and outdoor complexes) projects where you have done this work. Provide a brief overview of how these projects were funded. Priority will be provided to diversity of funding sources for variety of projects. Provide contact information for the owner of the complex as a reference.

7. Final Report and Presentation

- Prepare a detailed written report including findings, data visualizations, and recommendations.
- Present findings to municipal staff, elected officials, and the public.

IV. SELECTION CRITERIA

- Demonstrated experience in long-term sports facility planning and market analysis (30%)
- Methodology for identifying sustainable, community-driven sports uses (25%)
- Understanding of diverse, stable funding sources (20%)
- Project cost and timeline (15%)
- Relevant references and past project outcomes (10%)

V. ADDITIONAL INFORMATION

Questions regarding the specifications should be directed to:

- Jayme Rutledge, Marketing & Development Director, at (573) 302-2000 ext. 1015 or jrutledge@osagebeach.org.
- Tara Berreth, City Clerk, (573) 302-2000 ext. 1020 or tberreth@osagebeach.org.

VI. SUBMISSION

All proposals must be received by the City Clerk, City of Osage Beach, 1000 City Parkway, Osage Beach, Missouri 65065 prior to 11:00 a.m., Central Standard Time, on Friday, July 11, 2025.

- Interested firms must deliver one hard copy submittal by mail to the City Clerk before the deadline above and it is requested that a thumb drive be submitted with the hard copy. It is the firm's responsibility to verify that the hard copy submittal has been received by the City Clerk before the deadline.

- Proposals received after the deadline shall not be considered. The City reserves the right to accept or reject any proposal regardless of any defect or variance for the requirements set forth in this RFQ.

VII. AWARD DETAILS

Bids will be evaluated by City of Osage Beach Administration. A candidate may be selected based on the ability and resources to provide the best products and/or services as described herein. If no decision can be reached, management may ask for additional information. All bidders submitting a response to this RFP will be notified of the outcome.

- The City of Osage Beach reserves the right to reject any or all bids received in response to this RFP, or to cancel this RFP if it is in the best interest of the City to do so.
- Failure to furnish all information or to follow the bid format requested in this RFP may disqualify the bid submitted. Any exception to the details listed in this RFP must be identified in the bid documents.
- All bids become the property of the City of Osage Beach, Missouri upon receipt. The City shall have the right to use all ideas or adaptations of the ideas contained in any bid received in response to this RFP. Disqualification of a bid does not eliminate this right.
- All material submitted in response to this RFP will become public record and will be subject to inspection after a proposal is approved by the Board of Alderman. Any material requested to be treated as proprietary or confidential must be clearly identified and easily separable from the rest of the bid. Such request must include justification for the request and approval by the City. Neither cost nor pricing information nor a total bid will be considered proprietary.