May 22, 2008

Mayor Fred Eisenberger
City Hall - 1st Floor
71 Main Street West
Hamilton, ON L8P 4Y5

Your Worship,

The Board of Governors of Canada’s Sports Hall of Fame is inviting leading Canadian cities to submit a proposal to develop a new public exhibition and public programming facility (a new Home) for Canada’s Sports Hall of Fame. A copy of this RFP is enclosed in this package.

The new Home will provide an opportunity to celebrate the achievements of athletes and sport builders, tell their stories and proudly display their artefacts. The Home will also feature many special trophies celebrating national achievements, including the Lou Marsh trophy. The collection includes over 2,000 artefacts, over 25,000 slides, prints and photographs and over 100 films and videos.

The City’s Organizing Committee is responsible for mobilizing community and private sector resources for their proposal. In addition to financial support, the selected site must be in a prominent location to reflect the national significance and stature of this institution and needs to be readily accessible by the majority of Canadians. As well the population and tourist potential of the location need to be sufficient to ensure its’ financial viability and long-term sustainability.

The Sports Hall recognizes and honours Canada’s sports heroes. It is the Hall’s mission to inspire Canadian identity and national pride by telling the compelling stories of those outstanding achievements that make up Canada’s sports history. Since its inception in 1955, the Hall has inducted 489 Honoured Members from the ranks of amateur and professional athletes and sport builders representing 56 sports.

Thank you in advance for reviewing this material. Please direct all question to Sheryn Posen, Chief Operating Officer, Canada’s Sports Hall of Fame – sposen@cshof.ca or at 416-260-6789.

Sincerely,

Keith Pelley
Chairman,
CSHOF Relocation Committee

Sheryn Posen
Chief Operating Officer
Canada’s Sports Hall of Fame
REQUEST FOR PROPOSALS

FOR

CANADA'S SPORTS HALL OF FAME

May 20, 2008
Request for Proposals for
Canada’s Sports Hall of Fame

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REQUEST FOR PROPOSALS

1. PROCUREMENT STRATEGY

The Board of Governors of Canada’s Sports Hall of Fame (“CSHOF”) is inviting prospective organizing committees to submit a proposal to develop a new public exhibition and public programming facility (the “Project”) for CSHOF. Organizing Committees are expected to seek out private sector and community resources including government involvement in support of their proposal.

2. CANADA’S SPORTS HALL OF FAME: A UNIQUE OPPORTUNITY

This RFP presents organizing committees in Canadian cities with a unique opportunity to be associated with the creation of a renewed prestigious national institution.

CSHOF recognizes and honours Canada’s sports heroes. It is the Hall’s mission to inspire Canadian identity and national pride by telling the compelling stories of those outstanding achievements that make up Canada’s sports history. Since its inception in 1955, the Hall has inducted 489 Honoured Members from the ranks of amateur and professional athletes and sport builders representing 56 sports.

The Hall is a national institution. The Project will provide an opportunity to celebrate the achievements of athletes and sport builders, tell their stories and proudly display their artefacts. The Project, designed to create an ideal Hall for CSHOF will also feature many special trophies celebrating national achievements, including the Lou Marsh trophy. The collection includes over 1,000 artefacts, over 25,000 slides, prints and photographs and over 100 films and videos.

For the visitor to the Hall, CSHOF will inform, educate, entertain and inspire each Canadian to reach for their dreams. It will be an interactive and rewarding experience for people of any age, gender, ethnicity, or nationality. Sport fans, moms and dads seeking to inspire and entertain their whole family, teachers, educators and coaches are amongst the target audience for CSHOF.

CSHOF will offer long-term and temporary exhibitions both from its collection and from other national sport hall and sport governing body partners. It will also offer a host of outreach events and activities such as exhibit openings, educational seminars, workshops, broadcasts and films. Partnership events may include book launches, screenings and commemorative events.
Role of the Organizing Committee

The Organizing Committee is responsible for mobilizing community and private sector resources and support for their proposal. More specifically, proposals are expected to include and will be evaluated based on the following:

- Demonstration of private sector and community support including government involvement and engagement including capital and ongoing support for the Project;
- A prominent, accessible and suitable location within their selected city; and,
- The financial case, demonstrating financial capacity.

This RFP need not include the submission of a design or an architectural/ engineering design team.

In order to encourage innovative and creative designs, prospective Organizing Committees will be given considerable flexibility in structuring their proposals. Proposals can include existing facilities, or new buildings to be constructed on prominently located sites. Organizing Committees should demonstrate significant local interest and support for the Project from the applicable City and Province.

3. IDENTIFICATION OF A POTENTIAL LOCATION

The following principles will be applied for the identification of a location:

- The Project needs a prominent location that will not only reflect the national significance and stature of this cultural institution, but also reinforce its image in Canada and abroad;
- The Project needs to be readily accessible by the majority of Canadians;
- The population and tourist potential of the location need to be sufficient to ensure its financial viability and long-term sustainability; and
- The Project needs to be in an environment conducive to cultural collaborations and financial support from the private sector, philanthropists and individuals. Interest in capital contributions for the Project, as well as support for the ongoing activities of the Hall will need to be clearly demonstrated.
- The proposal shall include a financial plan for the Project and a long term sustainability program. Please note the Hall will assist in discussions with potential national sponsors.
These characteristics must be factored into the host city:
- A relatively large population which will provide an important local visitor base;
- Easy accessibility supported by a good transportation network; and
- Important year-round urban tourist destination on the regional, national and international scene which will contribute to growing the Project’s domestic and international visitation.

4. MILESTONE DATES
   a. RFP issued May 2008
   b. Submission Date September 30, 2008
   c. Review Committee October 2008
   d. Anticipated Announcement October 29, 2008

5. SUBMISSION OF PROPOSALS FROM PROSPECTIVE ORGANIZING COMMITTEES

Proposals may be submitted between 9:00 a.m. – 5:00 p.m. to:

Canada’s Sports Hall of Fame
Relocation Committee
115 Princes Blvd., Exhibition Place
Toronto, Ontario, M6K 3C3

Proposals are to be delivered during business hours not later than 2:00 p.m., Eastern Time on September 30, 2008 ("Submission Date"). No proposals will be considered if received after this time on the Submission Date, but prospective Organizing Committees are encouraged to submit their proposals as early as practicable. The 2:00 p.m. deadline on the Submission Date is final, and any submissions received after that hour will not be considered.

Each prospective Organizing Committee must submit six printed copies and one electronic copy of the proposal (in Word format), two of which must be signed by an authorized representative of the Organizing Committee.

The Organizing Committee must also submit at least two signed copies of the Development Agreement, Lease or Agreement of Purchase and Sale, and Property Management Agreement, or the Leased Premises Management Agreement for any property which is proposed for the Hall.

The proposals may be submitted in either English or French.
6. COMMUNICATIONS

All communications regarding the RFP are to be directed in writing only by e-mail to the Chief Operating Officer of Canada's Sports Hall of Fame at sposen@cshof.ca. Inquiries and other communications are not to be directed to any other person.

Questions in respect of this RFP must be received no less than thirty (30) calendar days prior to the Submission Date to allow sufficient time to provide responses. Inquiries received after that time may not be answered prior to the RFP closing date. Questions from prospective Organizing Committees that are considered significant along with answers will be circulated to all prospective Organizing Committees.

7. EVALUATION CRITERIA

Prospective Organizing Committees are responsible for providing a comprehensive response to each of the following criteria to allow for a full assessment of their proposal. In responding, Organizing Committees must have regard to all documents related to this RFP. Where relevant, prospective Organizing Committees should provide supporting documents to verify responses. As well identify any additional information that would differentiate their city.

The relative strengths and weaknesses of the proposals will be assessed by the Evaluation Committee appointed by the Hall's Board of Governors. Members of the Board of Governors who also sit on any of the Organizing Committees are not eligible to sit on the Evaluation Committee and are not eligible to participate in any vote of the Board relative to the RFP. A recommendation concerning an Organizing Committee to undertake this Project will be submitted to the Board of Governors. Once the Board of Governors has made its final decision, all entrants will be advised of the outcome by the Chief Operating Officer on the same date. Once notification is completed, a formal announcement will be made to the media.

A. Organizing Committee Qualifications
   Proposals will be evaluated taking into account the following factors.

   a. The Experience of Committee Members with similar Projects
      • The Organizing Committee experience in developing (including design, municipal approvals, construction, commissioning), operating and ownership of public or cultural buildings.
b. Development Team
   - The Organizing Committee’s development team will include qualified senior personnel with experience in projects of a similar public nature or institutional quality commercial projects of a similar scale, and complexity. Community or other external resources may be part of the development team.

c. Development Approach
   - The Organizing Committee’s ability to work collaboratively with the Hall, local community and other potential stakeholders to complete the Project, according to the schedule and budget.

B. Site: The Evaluation Committee shall consider:

   a. Prominence
   b. Neighbourhood
   c. Accessibility
   d. Availability for Immediate Development (including a description and timelines of any process for government approvals)
   e. Development Premiums for the Project

C. Community Engagement Opportunities
   a. Capital Contributions
   b. Ongoing CSHOF Activities

D. Financial Terms (each as applicable)
   a. Site Cost
   b. Building Estimated Cost
   c. Fundraising Plan
   d. Endowment Plan
   e. Operating costs Plan

E. Government, Corporate and other commitments

   a. Municipal Government commitments
   b. Provincial Government commitments
   c. Corporate commitments reflecting local, national and international support
   d. Land and Facility Owner’s Commitments
   e. Other commitments – including all relevant licenses and permits

F. Critical Path and Timelines
   a. If your city was selected, please outline the critical path and timelines you would build to provide the committee with the confidence and commitment to implement the plan.
CANADA'S SPORTS HALL OF FAME SPACE REQUIREMENTS

A. Total Square Footage – approximately 25,000 square feet to incorporate the following:

a. Visitor Services  
   i. Lobby/ Event Space: Admission, Information, Ticketing, Security 
   ii. Coatroom 
   iii. Group Lobby and related facilities capable of hosting community and corporate events 
   iv. Library 
   v. Media/ VIP Lounge 
   vi. First Aid Room 
   vii. Boutique, office, storage

b. Exhibition  
   i. Long term Exhibition Galleries 
   ii. Temporary Exhibition Galleries 
   iii. Interactive Area

c. Program and Activities  
   i. Auditorium seating approximately 75 
   ii. AV Storage/ Multimedia room

d. Collection Management  
   i. Shipping/ Receiving Area 
   ii. Acclimatization 
   iii. Preparation Area

e. Administration/ Operations  
   i. Office area 
   ii. Meeting room 
   iii. Staff Kitchen/ Lounge 
   iv. Security Monitoring Room 
   v. Computer Room 
   vi. Building Storage

f. Access and Proximity  
   i. Parking capacity 
   ii. Location of parking 
   iii. Tour and school bus parking arrangements 
   iv. Proximity to other tourism facilities
AUDIENCES AND OTHER CLIENTS

At this new facility, CSHOF will attract local, national and international audiences. Visitorship numbers and patterns will need to be studied and confirmed once a site is selected to determine visitor flow throughout the year and on a daily and annual basis.

CSHOF’s core target audiences for its venue offerings are:
1. Adult visitors (local, Canadian and international tourists)
2. Families (local, Canadian and international)
3. School groups
4. Researchers and Special Interest Visitors

FUNCTIONAL MODEL

At its new facility, CSHOF will offer long-term and temporary exhibitions, as well as a host of outreach events and activities, such as exhibit openings, lectures, broadcasts, school programs and films. Activities for individuals and school groups will include hands-on workshops, podcasts, virtual interactivity and tours.

The spaces in this facility should be considered in six groupings:
1. Visitor Services
2. Exhibitions
3. Programs and Activities
4. Collections Management
5. Administration/operation
6. Access and Proximity