

MEMORANDUM

To: Mayor Donna Dodgen and Seguin City Council
Steve Parker, Seguin City Manager

From: Kyle Kramm, Main Street & CVB Director

Through: Rick Cortes, Seguin Deputy City Manager

Subject: Conference Center Feasibility Study

Date: August 10, 2022

The Seguin CVB receives multiple requests for proposals each month from organizations looking to host a meeting/event in Central Texas. Due to the lack of a hotel conference center or the size of the coliseum, Seguin does not meet the requirements to submit a proposal to host the conference/meeting/event. To allow Seguin to be more competitive on meetings and events, the FY2022 budget included funding for a conference center market analysis and feasibility study.

Three proposals were received and were scored on the firms' experience, project team, scope of work, availability of resources, and the costs and completeness of their proposal.

Seguin CVB staff is recommending entering into an agreement with Convention, Sports, and Leisure International (CSL) for an amount not to exceed \$69,297. CSL was the highest scoring proposal due to its extensive experience, familiarity with Texas, their forward-thinking approach and being the lowest bidder.