

VILLAGE OF BRIDGEVIEW, ILLINOIS



REQUEST FOR PROPOSALS SEATGEEK STADIUM SPORTS WAGERING OPERATOR

ISSUE DATE: MARCH 4, 2020
NON-MANDATORY SITE VISIT: MARCH 20, 2020 10:00 A.M. (CST)
PROPOSAL DUE DATE: APRIL 7, 2020, 5:00 P.M. (CST)

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This Request for Proposals (“**RFP**”) has been prepared by the Village of Bridgeview (“**Village**”) in order to retain the services of a qualified company (“**Operator**”) to manage and operate a sports wagering program pursuant to the Illinois Sports Wagering Act (230 ILCS 45/25-1 *et seq.*) (the “**Act**”) at SeatGeek Stadium (the “**Stadium**”), located at 7000 S. Harlem Avenue in Bridgeview, Illinois. The Act provides for the unique chance to offer sports wagering within the Village and the opportunity to utilize one of the limited Master Sports Wagering Licenses specified under the Act.

At the December 19, 2019 Illinois Gaming Board (“**IGB**”) regular board meeting, the IGB announced that it has released emergency rules to implement sports wagering, which govern the application and licensing process generally, and made publicly available applications allowing applicants to apply for licensure in accordance with the Act. At the January 28, 2020 regular board meeting, the IGB released phase two of the emergency rules, which govern sports wagering operations. The Village is closely monitoring this process and has fully committed to submitting an application for a Master Sports Wagering License.

The Act authorizes Master Sports Wagering Licensees to operate both land-based (brick and mortar sportsbook) and online sports wagering under this single license. Master Sports Wagering Licensees also may conduct sports wagering at their facility or within a five-block radius. In addition, the holder of a Master Sports Wagering License has the ability to offer online sports wagering within a five-block radius of the facility 18 months before any online-only Sports Wagering Operator is allowed to operate within the State of Illinois.

The Operator shall provide an interactive sports wagering platform; all services, equipment, and facilities necessary to operate and maintain the sports wagering platform; all services and equipment necessary to offer sports wagering at or near the Stadium to visitors of the Stadium, and shall be responsible for payment of all license and related fees pertaining to the Master Sports Wagering License specified under the Act (collectively, the “**Services**”). The Village is seeking information regarding the qualifications of, and proposals from, companies who could serve as the Operator and perform the Services.

The Village will review all proposals submitted in response to this RFP and, if the Village decides to accept any proposal, invite the selected proposer to enter into an operator and services agreement with the Village for the performance of the Services. The Board of Trustees of the Village has the ultimate authority to approve any proposal and to authorize the execution of any negotiated agreement for the Village.

1. Background Regarding the Village and the Stadium.

A. Village of Bridgeview

The Village is a well-balanced community that was incorporated in 1947. It is interesting and diverse, offering a blend of residential, commercial, and industrial development. The Village has a population of 16,791 with a median age of 38 years. The population within a three-mile radius of the Village is approximately 115,457. Approximately 626 business and 12,400 jobs are located within the Village.

The general boundaries of the Village include 65th Street on the north and 103rd Street on the south. It encompasses 3.6 square miles, and is 16 miles southeast of Downtown Chicago, 5.8 miles from Midway Airport and 19 miles from O'Hare Airport.

The Village has excellent community and regional accessibility via the following transportation infrastructure:

Several arterial streets, including Harlem Avenue and 79th Street

- i. Interstate 55/Stevenson Expressway, with an interchange two miles north of 79th Street
- ii. Interstate 294/Tri-State Tollway, with interchanges at 95th Street and Archer Avenue
- iii. Interstate 90-94/Dan Ryan Expressway, eight miles east of Harlem
- iv. Midway Airport (approximately 5.3 miles from Stadium)
- v. PACE bus system with routes to area shopping centers, schools, the Worth Metra Station, and the CTA Orange Line at Midway Airport.

The Village has an active park district and approximately 70 acres of recreation/park land. Its area library has expanded to approximately 38,000 square feet.

The area's activity generators and retail corridors, along with its excellent roadway system make the Village an attractive shopping and entertainment destination.

B. The Stadium

The Village is home to SeatGeek Stadium which is a 20,000-seat sports and entertainment venue that exceeds the seating requirements of the Act. The Stadium offers an ideal customer experience and is the newest stadium within the State of Illinois that will be eligible to offer sports wagering. The Stadium is located in an optimal location and is in close proximity to both Interstate 55 and Interstate 294. The Stadium's location on Harlem Avenue has over 60,000 cars pass by on a daily basis and the site has ample on-site parking.

The Stadium also will provide the successful Operator a first-floor direct entrance, with direct visual and walking access to surface parking to the sports wagering area. Customers will not have to walk through a traditional casino or facility lobby to access the contemplated sports wagering facility.

The Village is committed to offering the following to the successful Operator, in order to operate the Master Sports Wagering License as soon as authorized by the Illinois Gaming Board:

- Possible temporary facility, to establish a first mover advantage
- Ample internet bandwidth
- Designated space with direct customer access
- Access to kitchen and catering on-site

The Stadium is located within a 10-mile radius of 1,976,798 Chicagoland residents. This immediate area includes strong demographic markets such as:

- Oak Lawn
- LaGrange/Countryside
- Hickory Hills/Justice
- Riverside/Brookfield
- Palos Heights/Palos Hills/Palos Park

Additionally, the following illustrates the driving distance, via Google Maps, to the closest traditional casinos or sports venues:

Casinos

- Rivers Casino-26 miles
- Horseshoe, Indiana-27 miles
- Joliet Harrahs-29 miles
- Joliet Hollywood-37 miles
- Ameristar Casino, Indiana-36 miles
- Aurora Hollywood-39 miles

Potential Sports Venues

- Guaranteed Rate Field-14 miles
- Wrigley Field-22 miles
- United Center-14 miles

- Soldier Field-14 miles
- Allstate Arena-27 miles

Pursuant to the Act, the successful Operator may also be a prominent naming rights partner of the stadium. Please note this includes, but is not limited to, the following marketing benefits in addition to sports wagering:

- Direct building signage facing Harlem Avenue
- Signage placement on the Stadium roof¹
- All Village correspondence will reference the stadium name
- All directional/attraction signs on I-55 and I-294 will be changed to the new name
- Hospitality/marketing opportunities for sport wagering customers or other loyalty programs/customer the successful Operator may utilize

The immediate area continues to attract development and traffic via both the traditional stadium events, but also as a soccer and entertainment destination. In the last year alone, both a Hampton Inn and Suites hotel and a dining and retail complex have opened in front of the Stadium. Additionally, new practice and competition fields are currently planned to be constructed adjacent to the Stadium and are projected to draw over 390,000 new visitors.

Additionally, it should be noted that SeatGeek Stadium hosts a number of charitable poker games conducted by operators licensed by the State of Illinois, Department of Revenue. SeatGeek stadium has hosted approximately 50+ such event per year. These events bring traditional poker players to the Stadium during the winter months of the year to take part in traditional poker games with monetary winnings to the participants. Similar to on-line poker players, the typical demographic for live poker players at SeatGeek Stadium is 76% male with 58% under 35 years old. Similar venues that host “Charity Poker” events see an increase in their video gaming revenue (VGT) during these events as the participants at these events are proficient in gaming.

2. Scope of Services.

As described above, the Operator selected to perform the Services shall provide an interactive sports wagering platform; all services, equipment, and facilities necessary to operate and maintain the sports wagering platform; all services and equipment necessary to offer sports wagering at the Stadium to visitors of the Stadium and shall be responsible for payment of all license and related fees pertaining to the Master Sports Wagering License specified under the Act. Each proposer must provide the Village with a description of how the proposer would perform the Services if selected as Operator, as further described in Section 3 of this RFP.

¹ Over 250,000 flights and 22 million passengers use Midway Airport annually. The Stadium is on one of the direct flight paths to Midway.

3. Proposal Requirements.

All proposals must be signed by an official of the proposer who has been duly authorized to execute and deliver the proposal on behalf of the proposer. Proposals that contain omissions, erasures, alterations, conditional proposals, or irregularities of any kind may be rejected. Proposals shall be prepared on standard 8 and 1/2" x 11" letter-size paper. Any drawings included with the proposal should be no larger than 11" x 17".

Proposals should contain, without limitation, the following information at a minimum:

- A. Contact Information. Provide the name of the individuals who may be contacted by the Village regarding the proposal, along with their business addresses, phone numbers, and e-mail addresses.
- B. Qualifications. Provide the following information regarding the proposer's qualifications and experience to perform the Services:
 - i. Ownership structure and names of owners of the proposer;
 - ii. Number of years proposer has been in business;
 - iii. Number of years proposer has performed services similar to the Services;
 - iv. Description of the proposer's business and the range of services and products offered by the proposer;
 - v. Description of the proposer's experience providing services similar to the Services;
 - vi. Description of the financial and organizational capacity of the proposer to perform the Services;
 - vii. A resume and description of the background and experience of the primary representatives of the Proposer who will perform the Services if the proposer is selected to be the Operator, including a description of their experience performing services similar to the Services at facilities similar to the Stadium and a list of the facilities they have served within the last five years with start and end dates; and
 - viii. A brief profile of all team members and/or subcontractors who would participate in the performance of the Services, including the resume of each team member, and his or her experience performing services similar to the Services and/or working at or with facilities similar to the Stadium.
- C. The Services. Provide the following information regarding the Services:

- i. Describe and provide any materials and technical specifications regarding the interactive sports wagering platform that the proposer proposes to use and provide in the performance of the Services;
 - ii. Describe the equipment and facilities that the proposer proposes to furnish in connection with the performance of the Services, including proposed locations of any technical facilities, kiosks, wagering areas, and other areas where the Services would be delivered to guests of the Stadium;
 - iii. Describe the personnel that the proposer proposes to use in connection with the performance of the Services, including the number of people, their respective responsibilities and job descriptions, and their background and training;
 - iv. Describe how the Services would be performed and delivered at the Stadium, including a plan of operation that addresses how wagers would be placed and winnings paid, security, integrity, and compliance with applicable law; and
 - v. Provide any other information regarding the proposed delivery of the Services that may be relevant to the Village's consideration of the proposal.
- D. Revenue and Compensation Proposal. Provide the following information regarding revenue and compensation:
- i. Describe and specify compensation to be provided to the Village. Proposed compensation to the Village may contain all or any combination of the following elements: (a) annual fixed payment, (b) commission(s), (c) naming rights fee, and (d) percentage share of revenues;
 - ii. Provide a pro forma showing the projected revenue and projected expenses from the performance of the Services at the Stadium; and
 - iii. Describe and specify the fees or other compensation that would be received by the proposer in exchange for the performance of the Services at the Stadium.

4. Evaluation of Proposals.

A committee of Village staff and/or contractors will evaluate all proposals based on the following criteria:

- A. The extent to which the proposal adheres to the requirements of this RFP;
- B. The proposer's qualifications and experience performing services similar to the Services;
- C. The financial benefit to the Village;

- D. The manner in which the proposed delivery of the Services would, in the Village's sole judgment, complement and enhance the experience of visitors to the Stadium; and
- E. Any other criteria that the Village determines, in its sole discretion, is in the best interest of the Village.

The committee may recommend a short list of proposers for further consideration. At the Village's sole discretion, the short list of proposers may be invited to interview with the Village or the committee. The Village will conditionally select a proposer, subject to the successful negotiation of an agreement with the Village and final approval by the Village Board of Trustees. Any proposal selected by the Village may be amended or negotiated and will be the one deemed to be in the Village's best interest. The Operator and the Village will enter into an agreement, in a form to be provided by the Village and to be negotiated with the Operator. The Village Board of Trustees has the ultimate authority to approve any proposal and to authorize execution of any agreement.

5. Questions and Clarifications; Non-Mandatory Site Visit.

- A. Questions. **All questions regarding this RFP should be directed in writing to the RFP Contact: Mark Jamil at mjamil@bbp-chicago.com.** Questions will be accepted until 5:00 PM CST on March 27, 2020. All questions received by the Village before that deadline and responses to those questions will be compiled and posted on the Village's website. The Village will not respond to questions regarding this RFP unless they are submitted in writing before the deadline above.
- B. Non-Mandatory Site Visit. A non-mandatory site visit will be held at SeatGeek Stadium on March 20, 2020 at 10:00 AM in the Stadium Club to allow interested proposers to view the Stadium and the proposed sports wagering area(s). If you are planning to attend, please email the RFP Contact specified above no later than March 17, 2020 to confirm attendance. Please also indicate the number of attendees representing your party at the non-mandatory site visit.

6. Communications.

Proposers considering responding to this RFP are strictly prohibited from communicating with any member of the Village, Village Board or staff of the Village with regard to this RFP. Any and all questions pertaining to the RFP should be directed to the RFP Contact identified in Section 5 above.

7. RFP Submittals.

Please deliver 3 hard copies and 1 electronic PDF copy (in searchable format) of the proposal in an envelope marked "Sports Wagering RFP" to:

Village of Bridgeview
Attn: Mr. Jessie Martin
7500 South Oketo Avenue

RFPs must be received by **no later than** 5:00 PM CST, April 7, 2020. Late proposals will not be accepted. Any proposal received after the designated due date and time will be returned unopened. When proposals are delivered by mail or by messenger to the Village, the proposer shall be responsible for delivery before the due date and time. If requested, a receipt will be given for each proposal submitted to the Village.

Proposals will not be opened publicly. No oral, telephone, digital, or facsimile submittals will be considered.

8. Standard Terms and Conditions.

The Village reserves the right to:

- A. Request clarifications and additional information from any proposer during the evaluation process;
- B. Accept any proposal and/ or any parts thereof and/ or reject any or all proposals;
- C. At any time and in its sole and absolute discretion, reject any or all proposals, withdraw this RFP without notice, use any proposals as a basis for negotiation with one or more proposers and/ or parties other than proposers responding to this RFP and/ or terms other than those set forth herein;
- D. Waive any defect or informality in any proposal, when, in the opinion of the Village, the best interest of the Village will be served thereby; provided, however, that the waiver of any prior defect or informality shall not be considered a waiver of any future or similar defect or informality and proposers should not rely upon, or anticipate, such waivers in submitting their proposals;
- E. Accept or reject any financial documentation submitted in lieu of the information requested in this RFP;
- F. Terminate this RFP at any stage if the Village determines, in its sole discretion, that termination is in the best interest of the Village.

In no event shall the Village be liable to proposers for any costs or damages incurred by proposers or any other interested parties in connection with the procurement process, including, without limitation, any and all costs of preparing the proposal and participating in any conferences, oral presentations, or negotiations, including, without limitation, the costs of any attorneys' and other professionals' fees.

Any material misrepresentations made by a proposer will void the proposal and eliminate the proposer from further consideration. Failure to comply with the instructions of this RFP may be cause for the rejection of the proposal as non-responsive to the RFP.

All proposals and related materials submitted to the Village in response to this RFP shall become the property of the Village. Proposers are hereby notified that proposals may be subject to public disclosure under the Illinois Freedom of Information Act (“FOIA”) (5 ILCS 140/1, *et seq.*). Documents that are considered confidential and proprietary must be marked as such. However, the Village makes no guarantee that such documents will not be required to be disclosed under the requirements of FOIA or by the Public Access Counselor of the Illinois Attorney General’s Office or any court with jurisdiction.

The decision to accept or reject a proposer is a function of quality, reliability, capability, reputation, and expertise of the proposers.

A submitter may withdraw its proposal by written request at any time prior to the deadline for proposals. No RFPs may be withdrawn for 90 days after the deadline for proposals. Proposals shall be subject to acceptance during this 90 day period.

9. Section VII: Anticipated Project Timeline. *

Event	Date and Time
RFP Issued	March 4, 2020
Non-Mandatory Site Visit	March 20, 2020, 10:00 A.M.
Questions Due	March 27, 2020, 5:00 P.M.
Responses Provided	Week of March 30, 2020
Proposals in Response to RFP Due	April 7, 2020, 5:00 P.M.
Interviews	Week of April 13, 2020
Conditional Selection of Operator	Week of April 27, 2020

* All dates are anticipated or estimated dates that are subject to change at the sole discretion of the Village. All times stated herein are in Central Standard Time.