



Request for Quotes for Business and Marketing Plan for Bay Mills Indian Community's Chippewa Landing

The Bay Mills Indian Community (BMIC) is requesting quotes from qualified individuals and firms for a Business and Marketing Plan for the proposed Chippewa Landing development. The property is located on Fee land located adjacent to Bay Mills Indian Community land in Brimley, Chippewa County, Michigan. The property was previously operated as a small resort called Chippewa Landing.

Background:

BMIC seeks to expand and diversify its business holdings to increase economic opportunities, tourism and recreational offerings within the Eastern Upper Peninsula. Chippewa Landing, in its prime, was a tourist destination that offered camping, Lake Superior water access, a small bait and tackle shop, outdoor gear and hunting equipment, and an arcade. Understanding the potential of what could be, BMIC acquired the property in 2021 and committed to breathing life back into the now dilapidated recreation destination. BMIC envisions developing a small marina, with Outdoor Outfitters, that offers outdoor gear merchandise, equipment rentals, and a small bar/restaurant. Bay Mills Indian Community also envisions revitalizing the campground within the Chippewa Landing parcel and across the street to provide a unique camping experience on the Back Bay. The proposed Business and Marketing Plan will complement the Preliminary Engineering Report (PER) being developed for the Chippewa Landing site. Together, the Business and Marketing Plan and Preliminary Engineering Report will support and validate the Chippewa Landing Redevelopment effort by validating a shovel-ready plan that BMIC can leverage to acquire the grant funding needed to develop the site to its full potential.

This project is defined as follows:

The project site is located at 4234 S Bay Mills Point Rd, Brimley, Michigan, on the Bay Back (see attached map). BMIC envisions developing a small marina with Outdoor Outfitters that offers outdoor gear merchandise, equipment rentals, and a small bar/restaurant. Bay Mills Indian Community also envisions revitalizing the campground across the street to provide a unique camping experience on the Bay Back. BMIC has a vision that would utilize this prime waterfront location, but this vision must be first vetted through the development of a Business and Marketing Plan to ensure financial projections, management/staffing, and products/services are profitable in today's market.

Scope of Work:

The successful Proposal shall perform the tasks listed below for this project and shall be expected to work closely with designated BMIC personnel to accomplish these goals:

Develop a business plan tailored to BMIC's current operations, existing goals, and future goals. This plan must include, at a minimum, the following components:

- Executive Summary: outline company, including the mission statement, leadership structure, employees, operations budget, and structure location and size (square footage);

- Company Summary detailing company ownership, proposed operational partnership & model, Organizational restructuring/recommendations, start-up summary and operational budget, location;
- SWOT analysis;
- Products and Services: outline suggested products and services, including (where applicable): pricing, product lifespan, and benefits to the customer;
- Marketing Strategy and Analysis: Important factors of this analysis include current conditions, situation analysis, summary of primary market, including assessment of competition/peer organizations (include strengths and weaknesses), consumer demand, and expected ease of acquiring market shares, access and hours of operation, and collaborator options. For the market strategy, this section will describe how the organization will acquire and keep its client base. This description should include market segmentation, an outline of the distribution channel, advertising plans, marketing campaign plans, and target media channels;
- Financial Plan: This section should include financial projections, a financial plan including targets and estimates, estimations of revenues and expenses related to the operation of the business for a set period of time, identification of milestones and means of measuring achievement of milestones, human resource requirements;
- Management summary with staffing plan;
- Operating budget;
- Return on investment analysis for different business activities deemed feasible;
- Additional revenue generation recommendations;
- Recommendations on potential service integration opportunities.

Quotes to assist with these services must be submitted to Bay Mills Tribal Administration by Friday February 10, 2023, 4:00pm EST.

Please email quotes, in PDF format, to Brianna Gunka at bgunka@baymills.org . Proposals received after the deadline will not be accepted. Please contact Brianna Gunka with any questions you may have regarding this Request for Proposals or any of the requirements outlined in the scope of work to be completed.

Proposal Requirements:

1. Cover letter
2. Resumes and/or Bios: Please include resumes and/or bios of key principals and individuals who will be overseeing or involved with this project.
3. Description of Experience related to planning services:
 - a. Please describe the general experience of the firm including number of years the firm has been in operation.
 - b. Please describe the specific experience of the firm in providing services for business and market planning projects.
 - c. Description of experience in Indian Country: Please describe any relevant experience of the firm, involved principals and any assigned staff in projects located on Native American land.

4. Associations: Please provide a description of any associations with other firms or any form of subcontracting that is planned for the project. Please include pertinent information as to subcontracted firms.
5. Certifications and Licenses: Please include a copy of any pertinent licenses or certifications.
6. References: Please include a minimum of three references that can be contacted by the Owner. Provide three references of significant subcontractors as well.
7. Disclosure of Claims: Please disclose any claims, lawsuits, or formal disputes for work or services previously or currently being performed.
8. Methodology: Please provide explanation of methodology for all services.
9. Cost proposal: Please detail all costs required to assist with this project and required timelines for both payments and project completion.
10. Indian Preference (Optional): Please provide any evidence to demonstrate that the firm is a qualified, Indian-owned enterprise, with at least 51% active ownership by a member of federally recognized Indian tribe, if applicable.

Project Award

The rating factors and values to be used in award of this contract are as follows and out of a possible 100 points:

Criteria	Points
Relevant Experience:	
Demonstrated experience with Business and Marketing Plan services for projects of similar size/scale	20
Demonstrated experience with Business and Marketing Planning for Tribal Projects	15
Successful experience with BMIC and/or reference checks	20
Qualifications	20
Schedule	5
Cost	15
Indian Preference	5

The Tribe, at its sole discretion, may elect to interview selected firm(s). If a firm is requested to take part in an interview (via Tribal arranged remote means), the key proposed project staff will be expected to take part. The interview will be an opportunity for the Tribe’s selection team to review the firm’s proposal and other matters deemed relevant to the evaluation.

Compensation

The proposal should provide a cost for all work associated with the provision of these services. The final cost of services may be negotiated, prior to award of the contract.

Attachments

Project Location Map



INQUIRY # 6253024.5

YEAR: 2016

— = 500'

