



CITY OF APPLETON

Department of Parks & Recreation

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TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: February 10, 2025

RE: Action: Approve contract to Conventions, Sports & Leisure International (CSL) for consulting services for a contract not-to-exceed \$79,500.

Two proposals were received upon issuing a request for proposal for qualified firms to provide consulting services to perform a comprehensive review of the current operations and facility and to assist the City in writing and negotiating a new management agreement.

Upon careful evaluation by the Parks & Recreation, Community Development and Legal Services Departments and the Visitors & Convention Bureau, we unanimously recommend CSL. CSL has significant experience in providing similar services throughout the United States, but more specifically with facilities similar to ours in similar communities. Their team also includes a sub-consultant Venue Solutions Group whom have significant experience in facility assessments.

The RFP was scored on the quality of the event proposed, experience, project team, project understanding and overall compliance with the RFP. The combined scoring of the evaluation team is as noted below. CSL scored significantly higher in all of the RFP requirements and provided a proposal price similar to Johnson Consulting.

Conventions, Sports & Leisure International – 48.00 points, \$79,500
Johnson Consulting – 36.60 points, \$79,000

Overall, the evaluation team unanimously recommends CSL and requests the committee/council approve a contract for \$79,500.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.