

REQUEST FOR PROPOSALS (RFP)

Hotel Feasibility Study and Market Analysis

City of West Branch, Iowa

Issue Date: July 1, 2026

Proposal Due Date: Aug. 1, 2026

Contact Person:

Adam Kofoed, City Administrator

City of West Branch

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1. INTRODUCTION

The City of West Branch, Iowa, is seeking proposals from qualified consulting firms to conduct a comprehensive Hotel Feasibility Study and Market Analysis. The purpose of this study is to evaluate the viability of attracting and supporting a hotel development within the community and to provide recommendations regarding hotel type, size, amenities, market positioning, and potential development sites.

The study will serve as a decision-making tool for the City Council, economic development stakeholders, potential developers, and investors.

2. COMMUNITY OVERVIEW

West Branch is located in eastern Iowa along Interstate 80 between Iowa City and the Quad Cities. The community serves as the home of the Herbert Hoover National Historic Site and the Herbert Hoover Presidential Library and Museum, attracting visitors from across the nation. The city is experiencing residential and commercial growth and is strategically positioned to capture tourism, business travel, and regional event traffic.

The City seeks to understand the market demand for hotel accommodations and identify opportunities for future hospitality investment.

3. PROJECT OBJECTIVES

The selected consultant shall:

- Evaluate the market feasibility of a hotel in West Branch.
- Determine existing and projected lodging demand.
- Assess potential hotel product types and market segments.
- Identify optimal hotel size, room count, and service level.
- Analyze potential development sites.
- Estimate occupancy rates, average daily rates (ADR), and revenue potential.
- Identify risks and opportunities associated with hotel development.
- Provide recommendations to assist the City in attracting hotel developers and investors.

4. SCOPE OF SERVICES

The consultant shall perform, at a minimum, the following tasks:

Task 1 – Market Assessment

Analyze regional and local lodging demand drivers, including:

- Tourism and visitor attractions
- Interstate travel patterns
- Business and corporate travel
- University-related visitation
- Sporting events and tournaments
- Community festivals and special events
- Government travel
- Regional economic growth trends

Task 2 – Competitive Hotel Market Analysis

Evaluate existing lodging facilities within an appropriate market area, including:

- Number of hotels
- Room inventory
- Occupancy trends
- ADR and RevPAR data
- Hotel classifications
- Market penetration rates
- Future hotel developments

The analysis should include nearby markets such as Iowa City, Coralville, North Liberty, and other relevant communities.

Task 3 – Demand Analysis

Estimate demand generated by:

- Tourism attractions
- Interstate travelers
- Business travelers
- Local employers
- University of Iowa-related activities
- Regional events
- Future growth and development projects

Task 4 – Site Evaluation

Evaluate potential hotel development sites and identify:

- Accessibility
- Visibility
- Utility availability
- Development constraints
- Compatibility with surrounding land uses

Task 5 – Financial Feasibility

Provide:

- Recommended hotel type (limited service, extended stay, boutique, etc.)
- Recommended room count
- Occupancy projections
- ADR projections
- Revenue estimates
- Operating assumptions
- Development cost ranges
- Investment considerations

Task 6 – Economic Impact Analysis

Estimate:

- Job creation
- Property tax impacts

- Local spending impacts
- Tourism-related benefits
- Economic development impacts

Task 7 – Final Recommendations

Provide:

- Overall feasibility determination
- Recommended hotel concept(s)
- Market positioning strategy
- Development attraction recommendations
- Public-private partnership opportunities, if applicable

5. DELIVERABLES

The selected consultant shall provide:

Draft Report

A comprehensive draft report for City review.

Final Report

A final report incorporating City comments, including:

- Executive Summary
- Market Analysis
- Financial Feasibility Analysis
- Site Analysis
- Recommendations

Presentation

Presentation of findings to:

- City Council
- Economic Development stakeholders
- Other designated audiences

6. CONSULTANT QUALIFICATIONS

The City seeks firms with demonstrated experience in:

- Hotel feasibility studies
- Hospitality market analysis
- Economic development consulting
- Tourism analysis
- Financial feasibility studies

Preference will be given to firms with experience in small and mid-sized communities in the Midwest.

7. PROPOSAL REQUIREMENTS

Proposals shall include:

Firm Information

- Firm name
- Address
- Primary contact
- Years in business

Project Understanding

A description of the firm's understanding of the project and proposed approach.

Project Team

Identification of key personnel and their qualifications.

Relevant Experience

Descriptions of at least three comparable hotel feasibility studies completed within the last five years.

Work Plan

Detailed project schedule and methodology.

Cost Proposal

Provide:

- Lump-sum project cost
- Hourly rates (if applicable)
- Reimbursable expenses

References

Minimum of three client references.

8. EVALUATION CRITERIA

Proposals will be evaluated based on:

Criteria	Weight
Relevant Experience	30%
Project Approach	25%
Qualifications of Team	20%
Cost Proposal	15%
References	10%

9. PROJECT SCHEDULE

Milestone	Date
RFP Issued	[Date]
Questions Due	[Date]
Proposals Due	[Date]
Consultant Selection	[Date]
Notice to Proceed	[Date]
Draft Report Due	Approximately 60 Days After Notice
Final Report Due	Approximately 90 Days After Notice

10. RESERVATION OF RIGHTS

The City reserves the right to:

- Reject any or all proposals.
- Waive informalities or irregularities.
- Request additional information from proposers.
- Negotiate modifications to proposals.
- Award the contract in the best interest of the City.

11. SUBMISSION INSTRUCTIONS

Submit one electronic PDF proposal no later than **4:00pm on Aug. 1** to:

Adam Kofoed

City Administrator

City of West Branch

adam@westbranchiowa.org

Late submissions may not be considered.

Background Information Available Upon Request

The City can provide available information related to:

- Comprehensive Plan
- Economic Development Strategic Plan
- Tourism data
- Traffic counts
- Development opportunity sites
- Community demographic information
- Existing zoning and land use information

The City of West Branch appreciates your interest and looks forward to receiving your proposal.