



Mayor Willis Thompson
 City of Vicksburg
 401 Walnut Street,
 Vicksburg, Mississippi 39180.

Dear Mayor Thompson,

Water Ventures and Brannon Aquatics International are pleased to submit our proposal to provide a detailed Feasibility Study and Concept for a new Waterpark in the City of Vicksburg.

The cost for the below mentioned services is \$90,000.00

**EXHIBIT A
 DETAILED SCOPE OF SERVICES
 CITY OF VICKSBURG, MS
 AQUATIC FACILITIES**

Proposed Feasibility Study and Conceptual Design Studies:

DEFINITION: PHASE I IS THE **FEASIBILITY, MARKET ANALYSIS AND CONCEPTUAL DESIGN STUDY** TO DETERMINE WHAT TYPE OF FACILITY IS BEST RECOMMENDED BY THE CONSULTANT TEAM FOR THE CITY OF VICKSBURG. THIS PHASE INCLUDES PRELIMINARY CONSTRUCTION PLANNING BASED ON FEASIBILITY AND MARKET ANALYSIS WITH THE FEASIBILITY AND MARKET ANALYSIS IT IS THEN POSSIBLE, AS PART OF PHASE I, TO PREDICT COSTS FOR CONSTRUCTION AND DESIGN FEES.

TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
Market Feasibility & Financial Analysis Study	Hotel & Leisure Advisors	Brannon Aquatics International LLC & Water Ventures
- Review overall business objectives and goals for the project		CITY staff and design team ZOOM meeting
- Development concept discussion; level of investment; initial proposed scope discussion		CITY staff and design team
- Stakeholder list compilation		CITY staff provides
- Review previous market research for related projects and nearby projects.		
- Site visit and market tour		Meeting with CITY officials
- Review CITY masterplans		CITY staff and design team



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
- Analyze indoor and outdoor waterparks in the vicinity and statewide		
- Identify components that would be unique		Design team
- Compilation of budget materials, financial data, tax and zoning information		CITY financial staff
- Analyze performance of other water parks in the vicinity		
- Analyze the proposed site for factors of traffic, access, visibility, nearby attractions, traffic generators		
- Collect demographic information on the market for various distances from the project.		
- Interview other facility owners for competitive water parks		
- Interview non-competing waterpark management for performance data		
- Meet with local chamber of commerce, business leadership, convention & visitor bureaus, and economic development leadership		
- Analyze national trends in the water park industry		
- Analyze visitor information to the area.		
- Compare proposed features with those of neighboring facilities		Design team
- Identify new and proposed competing facilities planned for the market		
- Analyze historical performance of water parks in the vicinity		



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
- Project usage of the proposed facility, local and visitors		
- Advise on adjustments to sizing and pricing structures for the proposed water park.		
- Project an advisable range of investment suitable for the market		
- Provide operating results of similar projects		
- Review database of available financial statements of comparable facilities		
- Review industry association publication of operating data		
- 11-year Performa		
- Prepare narrative report		
- Attend final presentation meeting with CITY Council		
- Economic Impact Study on the community including spending, sales tax, municipal revenues, business generation, earnings and employment		
Site Evaluation	Brannon Aquatics International, LLC	Water Ventures
- Evaluate net square footage of usable land as limitations of project size		
- Evaluate other potential uses for the property and prepare a site masterplan.		
- Evaluate potential alternative sites in the CITY		
- Evaluate need to enlarge site by land purchase		
- Evaluate drainage patterns		
- Evaluate available utilities		
- Evaluate existing parking and requirements for additional if any.		



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
- Evaluate fire lane access		
- Evaluate impact of easements, setbacks, and other limitations on the site.		
- Determine fire department coverage from external hydrants		
- Have a topographic survey done of existing conditions and elevations on the site;		
- Directional and identification signage evaluation and recommendations		
- Neighborhood impact; adjacent property owner concerns		
- Review existing geotechnical soil data provided on previous projects		
- Prepare preliminary site plan		
Programming	Brannon Aquatics International LLC	Water Ventures
- Meetings with CITY Staff to discuss local program offerings		CITY staff
- Discuss needs for additional offerings for aquatic recreation		CITY staff
- Discuss needs for offices, conference and other admin areas	Water ventures	CITY staff
- Evaluate neighboring aquatic facilities to determine needs being met by others	Brannon	
- Discuss other revenue-generating space such as party rooms and corporate rentals	Water ventures and Brannon	
- Evaluate age group aquatic recreation needs: infants, toddlers, children, teens	Brannon	CITY staff



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
young adults, median adults and senior adults		
- Prepare illustrative relational diagrams and sketches; user grid	Water ventures	Brannon
- Evaluate admissions control options	Brannon	CITY staff
- Evaluate potential traffic flow between existing and new facilities	Brannon & Water ventures	CITY staff
Schematic Design		
- Determine preliminary size of aquatic play areas	Brannon	
- Determine preliminary list of vendors and features for aquatic play	Brannon	Texas Water Works
- Preliminary design of additional parking (if determined necessary) and other pavements; landscape areas and walks	Brannon	
- Preliminary sizing and locating of utilities: water, sewer, gas and electric	Brannon	
- Preliminary sizing of pool filtration and circulation systems	Brannon	
- Determine preliminary size of support areas	Water ventures	Brannon
- Preliminary sizing of shower/locker rooms, party rooms, kitchens, common areas and admission controls	Water ventures	Brannon
- Prepare preliminary floor plans to scale for early pricing	Water ventures	Brannon
- Prepare preliminary colored illustrations for building floor plans and elevations	Water ventures	Brannon
- Coordinate with H&LA this initial scope of the facility	Brannon	Hotel and Leisure Advisors



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
- Determine preliminary building envelope parameters: materials, insulation, HVAC, foundations, lighting, framing	Water ventures	Brannon Aquatics International LLC
- Adjust designs to conform with feasibility findings	Brannon Aquatics International LLC	Water ventures
- Preliminary construction estimating	Brannon	Brannon Aquatics International LLC and Water ventures
- Projections for preliminary total cost of the facility including non-construction items	The C.T. Brannon Corporation	Water ventures
- Consideration and recommendations for delivery method (bid/build; construction manager at risk, etc.)	Brannon Aquatics International LLC	Water ventures
- Prepare narrative report	Brannon Aquatics International LLC	Water ventures
- Prepare large document exhibits and illustrations; prepare 3-d renderings and digital models. (Physical models are available but not included in the fees for professional services.)	Brannon Aquatics International LLC	Water ventures
- Prepare animations/fly thru in digital format	Water ventures	
- Prepare Early Design Energy Model	Water ventures	
Presentation of the Study Results	Brannon Aquatics International LLC	Water ventures Hotel & Leisure Advisors
- Preliminary meeting with CITY staff to review the documents		
- Prepare and deliver up to twelve printed and bound reports with supporting documents		



TASKS:	LEAD PROVIDER:	OTHER PARTICIPANTS:
- Prepare digital media and make presentation(s)		
- Prepare Phase II Fee Proposal		

Specific Services Excluded:

The following services are specifically excluded from the Phase I Feasibility/Concept Study and are not included in the professional services fee.

- 1) Legal services of any kind.
- 2) Services of a financial advisor, bondsman, broker, accountant or other financial services.
- 3) Services of a surveyor for property boundary surveys (other than the topographic survey listed above), or platting.
- 4) Services of a building, property or real estate appraiser.
- 5) Services of a land title company.
- 6) Construction costs or services of any kind.
- 7) Geotechnical investigations of the site(s)
- 8) Construction documents services listed in Phase II.

Regards,

Maarten Voogd
Water Ventures
President