

Ho-Chunk Gaming – Wisconsin Dells Hotel

Renovation and Conceptual Design Services Request for Proposal (RFP)

Issue Date: July 22, 2026

RFP Number: 2026-07-22

Contact:

Keith Bedeau | Business Application Specialist

Keith.Bedeau@ho-chunk.com | (715) 284-9343 ext. 11088

Submission Deadline: August 28, 2026

1) Introduction

Ho-Chunk Gaming – Wisconsin Dells is seeking proposals from qualified design firms to provide conceptual design and cost-estimating services for the renovation and modernization of our existing Hotel. The selected firm will prepare two to three design concepts for our review, from which we will select a preferred option. The firm will then develop Rough Order of Magnitude (ROM) cost estimates to support the property's budget development.

2) Background

Ho-Chunk Gaming – Wisconsin Dells is located at S3214 County Road BD in Baraboo, Wisconsin, within the Township of Delton in Sauk County. Nestled in one of the state's most popular tourism destinations, welcoming over one million visitors to the area each year, the facility stands as a premier entertainment and hospitality destination. Ho-Chunk Gaming – Wisconsin Dells has proudly operated since the passage of the Indian Gaming Regulatory Act (IGRA) in 1988.

This full-service resort features:

- 120,000 square feet of gaming and dining space
- 30,000 square feet of convention and event space
- A 302-room hotel offering a range of accommodations
- A 45-site RV park for guests seeking extended stays

Combining gaming, hospitality, and convention services in a single location, Ho-Chunk Gaming – Wisconsin Dells provides a vibrant, resort-style experience for both leisure and business travelers. The property is owned and operated by the Ho-Chunk Nation of Wisconsin.

The Ho-Chunk Nation is a federally recognized Indian Tribe with approximately 7,253 enrolled members, a majority of whom reside on the Nation's 4,602 acres of reservation lands located throughout Wisconsin and Minnesota. The Nation's headquarters are in Black River Falls, Wisconsin, approximately 130 miles north of Madison.

3) Project Objectives

The selected design and construction team will provide services to modernize, enhance, and renovate the convention center as follows:

- **Modernize Guest Rooms and Public Spaces:** Renovate guest rooms, corridors, lobby, meeting spaces, and other public areas to reflect current hospitality design trends, enhance the guest experience, and achieve a market-competitive appearance consistent with the property's brand standards.
- **Evaluate and Upgrade Building Systems:** Assess existing mechanical, electrical, plumbing (MEP), and supporting building infrastructure and recommend upgrades or replacements appropriate for the facility's age, operational requirements, and long-term reliability.
- **Achieve Life Safety and Code Compliance:** Identify and address deficiencies necessary to bring the property into compliance with applicable building, fire, accessibility, and life-safety codes and standards.
- **Maintain Continuous Hotel Operations:** Develop a phased renovation strategy that minimizes disruption to hotel operations, guest services, and revenue generation while maintaining a safe and positive guest experience throughout construction.
- **Provide a Durable, Low-Maintenance Solution:** Specify materials, finishes, furnishings, fixtures, and equipment that balance aesthetics, durability, ease of maintenance, and lifecycle cost, with an expected useful life of approximately 10 to 15 years under normal operating conditions.
- **Maximize Long-Term Asset Value:** Deliver a renovation that enhances guest satisfaction, operational efficiency, property value, and the hotel's competitive position within the regional hospitality market.

4) Scope of Work

The scope below is organized by building area. Bidders shall include all labor, materials, equipment, permits, engineering, design coordination, supervision, commissioning, and

closeout documentation necessary to complete the described work unless specifically identified as Owner-furnished items.

a) Guestrooms

- i) Demolition and removal of existing case goods, soft seating, drapery, wallcovering, flooring/carpet, and bathroom finishes.
- ii) New case goods package including headboards, desks, dressers, nightstands, wardrobes, and luggage benches.
- iii) New bedding, seating, drapery, blackout systems, and soft goods.
- iv) Replace flooring throughout guestrooms and bathrooms.
- v) New wall finishes, paint, and ceiling repairs.
- vi) Replace lighting with energy-efficient LED fixtures and integrated charging/power outlets.
- vii) Complete bathroom modernization including fixtures, finishes, vanities, mirrors, plumbing fixtures, and shower/tub improvements.
- viii) Evaluate and replace plumbing, HVAC, fireplaces, electrical, life-safety devices, and electronic door locks as necessary.
- ix) Perform an assessment of patio/sliding door assemblies and provide recommendations for repair, refurbishment, or replacement based on condition, remaining useful life, and energy performance.
- x) Upgrade ADA guestrooms to current accessibility standards.

b) Public Spaces

The renovation shall include modernization of all primary guest-facing public areas to create a cohesive hospitality experience consistent with contemporary hotel design and the property's desired market positioning.

- i) Areas include, but are not limited to:
 - (1) Main Lobby
 - (2) Reception / Front Desk
 - (3) Lobby Seating Areas
 - (4) Public Corridors
 - (5) Exterior Entrances/Vestibules
 - (6) Elevator Lobbies
 - (7) Public Restrooms
 - (8) Meeting and Pre-Function Areas
 - (9) Interior Wayfinding and Signage
- ii) Work may include:

- (1) New flooring, wall finishes, ceilings, lighting, furnishings, millwork, decorative elements, artwork, and architectural features.
- (2) Evaluation of traffic flow and guest circulation.
- (3) Modernization of finishes to improve aesthetics, durability, and maintenance.
- (4) Technology integration where appropriate, including charging stations, digital signage, and enhanced guest connectivity.

c) Pool & Recreational Amenities

Evaluate and modernize the existing pool and surrounding recreational amenities to improve guest experience, accessibility, safety, and long-term maintainability.

- i) Scope may include:
 - (1) Pool deck replacement or resurfacing
 - (2) Updated tile and finishes
 - (3) Pool lighting improvements
 - (4) Mechanical and filtration system evaluation
 - (5) Drainage improvements
 - (6) Furniture replacement
 - (7) Interior and Exterior Doors
 - (8) Bathroom renovation
 - (9) Sauna renovation
 - (10) Exterior chemical room renovation
 - (11) Pool enclosure finishes
 - (12) ADA accessibility improvements
 - (13) Decorative enhancements and improved guest seating areas
 - (14) Evaluation of family-friendly and resort-style enhancements where appropriate

d) Fitness Center

Design and construct a modern fitness center meeting current hospitality industry expectations and guest demand.

- e) Scope should include:
 - i) Space planning and interior design
 - ii) Durable commercial flooring
 - iii) Mirrors and feature walls
 - iv) Modern lighting
 - v) Electrical and data infrastructure
 - vi) Television and entertainment integration

- vii) Commercial-grade cardio equipment
- viii) Functional training equipment
- ix) Free weights and stretching area
- x) Storage and hydration station
- xi) HVAC evaluation for occupant comfort

The design should create a premium guest wellness experience consistent with upper mid-scale or upscale hospitality standards.

f) VIP Casino Lounge

Renovate the existing VIP Casino Lounge to enhance guest comfort while supporting premium player development and casino operations.

- g) Scope may include:
 - i) New finishes and furnishings
 - ii) Custom millwork
 - iii) Lighting enhancements
 - iv) Food and beverage service improvements
 - v) Technology upgrades
 - vi) Decorative architectural features
 - vii) Improved seating configurations
 - viii) Accessibility improvements
 - ix) Integration with the property's overall interior design concept

h) Business Center & Guest Lounge

Design and construct a Business Center and adjacent Guest Lounge to provide flexible spaces for business travelers and hotel guests.

- i) Business Center
 - (1) Include consideration for:
 - (a) Individual workstations
 - (b) Printing and scanning capability
 - (c) Charging stations
 - (d) High-speed internet access
 - (e) Semi-private work areas
 - (f) Durable furnishings suitable for extended use

ii) Guest Lounge

- (1) Provide an inviting social space that may include:
 - (a) Comfortable lounge seating
 - (b) Television or digital display
 - (c) Flexible seating arrangements
 - (d) Finishes consistent with the overall hotel design

i) Corridors & Vertical Circulation

- i) New corridor flooring
- ii) Wallcoverings and paint
- iii) LED lighting
- iv) Updated exit signage
- v) Stairwell finish improvements
- vi) Door and hardware replacement where appropriate

j) Administrative Offices & Support Spaces

Evaluate existing administrative and support areas and provide design recommendations to improve functionality, workflow, collaboration, and long-term operational efficiency. The renovation may include modernization of existing office spaces and the conversion of underutilized or existing non-office areas into new administrative office space.

- i) The scope may include, but is not limited to:
 - (1) Renovation of existing administrative offices with updated finishes, lighting, flooring, millwork, and furnishings.
 - (2) Conversion of existing building space into new office suites or departmental office space based on operational needs.
 - (3) Space planning to improve staff workflow, departmental adjacencies, and collaboration.
 - (4) Creation of private offices, shared workspaces, meeting rooms, and flexible work environments where appropriate.
 - (5) Upgrades to HVAC, electrical, lighting, and data infrastructure to support modern workplace technology.
 - (6) Installation of ergonomic workstations, storage solutions, and integrated millwork.
 - (7) Acoustic treatments to improve speech privacy and reduce noise transfer.
 - (8) Improvements to accessibility and code compliance.

- (9) Evaluation of opportunities to enhance staff amenities, including break areas, collaboration spaces, and support functions where feasible.
- (10) Interior finishes and furnishings that complement the overall design aesthetic established throughout the renovated hotel.

k) Mechanical, Electrical & Plumbing

- i) In addition to the existing scope:
 - (1) Evaluate capacity of building systems to support renovated public spaces, pool, fitness center, business center, and VIP Lounge.
 - (2) Assess useful life of HVAC equipment serving public spaces.
 - (3) Identify opportunities for improved energy efficiency.
 - (4) Evaluate electrical infrastructure for expanded technology demands.
 - (5) Recommend replacement of aging infrastructure nearing end of useful life.

l) Life Safety, Accessibility & Code Compliance

- i) Include comprehensive evaluation of:
 - (1) Building Code compliance
 - (2) ADA compliance
 - (3) Fire alarm systems
 - (4) Fire suppression systems
 - (5) Means of egress
 - (6) Emergency lighting
 - (7) Accessibility improvements throughout renovated areas

m) Technology & Low Voltage

- i) Electronic guestroom locks
- ii) Guest Wi-Fi improvements
- iii) Television replacement
- iv) Smart-room infrastructure
- v) Digital signage
- vi) Public charging stations
- vii) Audio/visual infrastructure for meeting areas
- viii) Business Center technology
- ix) Access control where appropriate
- x) Network infrastructure supporting future guest technologies

n) Building Envelope & Deferred Maintenance Assessment

Evaluate and provide recommendations regarding:

- i) Roof condition
- ii) Exterior façade
- iii) Windows and glazing
- iv) Building waterproofing
- v) Sealants
- vi) Expansion joints
- vii) Exterior doors
- viii) Structural concerns observed during investigation
- ix) Parking lot and sidewalk interfaces adjacent to the hotel

5) FF&E and OS&E

Responsibility for FF&E and OS&E

Item	Owner-Furnished	Contractor-Furnished
Case goods (desk, dresser, nightstand, headboard)		X
Soft seating/upholstery		X
Mattresses & bedding	X	
Drapery / soft goods		X
Decorative lighting		X
TVs	X	
Bath accessories/signage/art		X

6) Phasing, Schedule & Hotel Operations

- a) The hotel will remain open and operating throughout construction. Work must be phased by floor or wing to maintain a maximum of saleable rooms at all times.
- b) Proposed phasing plan, including number of rooms out of service at any time and total project duration, shall be submitted with the proposal.
- c) Noise-generating work (demolition, floor prep) restricted to Monday–Friday unless otherwise approved.
- d) Contractor to coordinate daily with hotel operations/housekeeping on room turnover, guest relocation, and elevator/corridor access.

7) Site Logistics & Owner Requirements

- a) Staging, laydown, and dumpster/waste removal locations to be coordinated with hotel management; describe proposed logistics plan in proposal.
- b) Contractor parking and material delivery windows subject to hotel operational constraints (loading dock hours, guest parking availability).
- c) Temporary protection of finished public areas, elevators, and egress corridors required at all times.
- d) Daily site cleanup; guestroom floors under construction to be secured from guest access.
- e) Contractor badges/background checks may be required for all personnel per hotel security policy.

8) Proposal Requirements

Respondents should address the following items in their RFP submission. Additional information may be included if deemed relevant. Any omitted items should be noted with an explanation.

- a) Firm Information
 - i) Provide a brief history of your company, including business location and organizational structure.
 - ii) Describe your company's qualifications and relevant experience, including past projects in convention center, hospitality, or similar facility design and cost estimation.
 - iii) Include any affiliations with Native American entities or minority-owned businesses.
- b) Project Team
 - i) Identify key personnel assigned to the project, including roles, responsibilities, and relevant experience.
 - ii) Provide resumes or brief summaries of qualifications for primary team members.
- c) Project Approach & Methodology
 - i) Describe your proposed approach for conceptual design, Rough Order of Magnitude (ROM) cost estimation, and any optional adders.
 - ii) Outline your process for ensuring alignment with the project scope and client objectives.
- d) Deliverables
 - i) Confirm the ability to provide all items outlined in the Scope of Work, including any optional components.

- e) Timeline
 - i) Provide an estimated schedule for conceptual design, ROM cost delivery, and optional adders.
- f) Fee Proposal
 - i) Provide detailed pricing for all services, including optional adders. Use a clear table format to distinguish base and optional services.
 - ii) Include hourly rate structures for positions that will be utilized on the project.
- g) References
 - i) Provide at least 2–3 client references with relevant project experience, including project descriptions and outcomes.

9) Additional Service Interests

Proposers are encouraged to identify and describe any additional services that could enhance the project, even if outside the defined RFP scope. Each optional service should include:

- a) Description – A clear explanation of the service and its potential benefit to the project.
- b) Pricing – A separate, itemized cost for the service.
- c) Impact – Any anticipated effect on schedule, resources, or project outcomes.

Optional services should be submitted in a clearly labeled section or table to facilitate evaluation alongside the base scope of work.

10) Submission Instructions

Proposals must be received by **July 22, 2026.**

Email or physical submissions to:

Keith Bedeau

Business Application Specialist

Ho-Chunk Nation | Department of Business

Keith.Bedeau@ho-chunk.com

W9814 Airport Road

Black River Falls, WI 54615

(715) 284-9343 ext. 11088

Late submissions will not be considered.

A site visit is available upon request.

11) Schedule

Milestone	Date
RFP Issue Date	July 22, 2026
Pre-Submission Questions Due	August 14, 2026
Proposal Submission Deadline	August 28, 2026

12) Evaluation Process and Criteria

All proposals will first be reviewed by the RFP Coordinator to ensure compliance with administrative requirements, including submission deadlines and completion of all required signatures. Proposals failing to meet these basic requirements may be rejected.

Proposals that meet administrative requirements will be evaluated by the Evaluation Team based on the quality, completeness, and responsiveness of the submission in addressing the RFP's scope of services. During the evaluation, the Team may request additional information from proposers at its discretion.

Proposals will be evaluated using the following criteria:

- Relevant Experience – Demonstrated experience with convention center, hospitality, or similar renovation projects.
- Design Quality – Quality, creativity, and clarity of previous conceptual design work.
- Cost Estimation Capability – Ability to provide accurate Rough Order of Magnitude (ROM) cost estimates.
- Approach and Methodology – Proposed project approach, methodology, and schedule for completing the work.
- Fee Proposal – Clarity, structure, and competitiveness of proposed fees, including optional adders.

The Evaluation Team will rank proposals based on these criteria to identify the most advantageous submission for the Ho-Chunk Nation.

13) RFP Terms and Conditions

a) RFP Amendments

- (1) The Ho-Chunk Nation reserves the right to amend or add to this RFP at any time prior to the proposal submission deadline.

b) Proposal Withdrawal

- (1) A proposer may withdraw a submitted proposal prior to the submission deadline by sending a written request to the designated email address. All withdrawal requests must be signed by a person authorized to represent the proposer.
- c) Economy of Presentation
 - (1) Proposals should be prepared simply and economically, focusing on a clear and concise presentation of the proposer's qualifications and capabilities. Elaborate bindings, colored displays, or promotional materials are not required. The emphasis should be on completeness and clarity, ensuring all requested qualifications are addressed.
- d) Restriction on Communication with Staff
 - (1) From the issue date of this RFP until a proposer is selected and the selection is announced, proposers must not communicate with any Ho-Chunk Nation staff or elected officials except via email to Sara.Babcock@ho-chunk.com or as otherwise allowed by existing work agreements. Violation of this provision may result in rejection of the proposer's submission. All questions regarding this RFP must be submitted in writing by email and reference the specific item number. No verbal responses are binding.
- e) Cost of Proposal Preparation
 - (1) All costs associated with developing and submitting a proposal are the sole responsibility of the proposer. The Ho-Chunk Nation will not reimburse proposers for these costs.
- f) Conflict of Interest
 - (1) Proposers must disclose any existing client relationships with the Ho-Chunk Nation that could compromise objectivity in providing services under this RFP.
- g) Ethics in Public Contracting
 - (1) By submitting a proposal, the proposer certifies that it is made without collusion or fraud. The proposer has not offered or received any inducements from any other proposer, subcontractor, or Ho-Chunk Nation employee related to this procurement. No payments, loans, subscriptions, advances, deposits, services, or items of value, present or promised, have been exchanged, except where consideration of substantially equal or greater value has been provided.
- h) Confidentiality and Public Information Disclosure
 - (1) Staff assigned by the successful proposer may be required to sign a departmental non-disclosure agreement to protect confidential information.
- i) RFP Cancellation

- (1) The Ho-Chunk Nation reserves the right to cancel this RFP or reject any or all proposals at any time prior to award. The Nation is not required to provide a statement explaining why a particular proposal was not selected.