

REQUEST FOR PROPOSALS

Operation of Camp Arroyo Del Valle Regional Park



Opening Date: August 25, 2017

Closing Date: October 6, 2017

**EAST BAY REGIONAL PARK DISTRICT
2950 Peralta Oaks Court
P.O. Box 5381
Business Services, Operations Division
Oakland, CA 94605-0381**



NOTICE REQUESTING PROPOSALS

NOTICE IS HEREBY GIVEN THAT THE BOARD OF DIRECTORS OF THE EAST BAY REGIONAL PARK DISTRICT (District) will receive at District's Business Services Unit, Operations Division Office, 2950 Peralta Oaks Court, Oakland, California, 94605-0381 on October 6, 2017, at or before the hour of 4:00 p.m., sealed proposals for the operation of a resident camp facility, Camp Arroyo in Del Valle Regional Park, Livermore, California. The site is located at 5535 Arroyo Road in Livermore, California, south of the City of Livermore and west of Del Valle Reservoir.

The District is offering a term of ten (10) years with an option for two (2) additional five (5) year terms at the District's option for this concession. This concession will be operated pursuant to an Operating Agreement issued by District; no leasehold or other proprietary right is offered.

Description of the facility and the requirements of the operator are contained in "Request for Proposals for Operation of Camp Arroyo". You can download the RFP documentation package from the District website at www.ebparks.org/about/bids or email Mimi Waluch at mwaluch@ebparks.org to request a hard copy of the RFP documents.

The Board of Directors reserves the right to reject any and all Proposals, to modify the terms of this Request either before or after the deadline for submission of Proposals, negotiate with one or more of the Proposers, to call for additional Proposals, or to refrain from accepting any Proposal. The Operating Agreement the District expects to award shall in no event become effective until an award is approved by Resolution of the Board of Directors.

All Proposals become the property of the District and are subject to Public Disclosure laws.

A Proposal may be withdrawn at any time prior to the time set for receipt of Proposals, provided that a request for withdrawal is submitted by the bidder or a duly authorized representative of the bidder. The withdrawal of a Proposal shall not prejudice the right of the bidder to submit a new Proposal prior to the time set forth herein above.

Proposals shall conform to the requirements set forth in these Instructions. Failure to conform to the requirements may be cause for rejection of the Proposal.

The District's policy in awarding this Operating Agreement will be based primarily on the most qualified Proposer overall, and not simply on the concession payments proposed. The District will carefully investigate each Proposer's background and experience in the development and operation of like facilities.

Proposers must be prepared to make all determinations of feasibility necessary to the operation of the proposed use.

Please be certain that your Proposal is complete and is delivered to District Business Services, Operations Division Office, 2950 Peralta Oaks Court, Oakland, California 94605-0381, by 4:00 p.m. on October 6, 2017. Under no circumstances will Proposals be accepted after that time. Should you have any questions regarding this matter, please contact Mimi Waluch at mwaluch@ebparks.org.

Dated: August 25, 2017

EAST BAY REGIONAL PARK DISTRICT

REQUEST FOR PROPOSALS TIMELINE

The following schedule has been established for the Request for Proposals for the Camp Operator at Camp Arroyo which is located in Livermore, California.

Announcement Open Proposal	August 25, 2017
Site visit	September 6, 2017, 10:00 am
Questions from Proposers deadline	September 13, 2017
Questions and Answers posted to website	September 15, 2017
Proposals Due	October 6, 2017
Staff to review Proposals	October 9 – 12, 2017
Proposers Notified of Interview time	October 13, 2017
Interview with Proposers	October 18, 2017 (times tbd)
Staff Recommendations	November 9, 2017
Board Committee – Operations review	November 16, 2017
Board of Director review	December 19, 2017
Notification of Award	December 20, 2017

PLEASE NOTE: this schedule is subject to change as circumstances warrant and any changes to the schedule and/or additional information such as answers to questions will be posted on the District website. Please check the website for the most current information before sending in your Proposal.

REQUESTS FOR PROPOSALS – for Operation of Camp Arroyo

A. INTRODUCTION

The East Bay Regional Park District ("District") is seeking an experienced Camp Operator to oversee the operation of the Camp Arroyo residential camp facility. It is expected that a Camp Operator Agreement will be awarded following public advertisement for competitive proposals, evaluation of those proposals, selection of the best proposal and approval by the Board of Directors of the District. The Operating Agreement will be negotiated with selected Operator after approval by the District's Board of Directors.

Camp Arroyo is located at the west end of Lake Del Valle on 138 acres of land owned by the East Bay Regional Park District. The District serves as the primary agency governing the development, operation and programming of the Camp. As a year-round facility, each of the buildings has been constructed in an energy efficient manner to provide comfort for residents in all seasons. The District has been assisted in the development of this project through its partnership with The Taylor Family Foundation (TTF). The District also received significant grants from the State of California and the

Alameda County Waste Management Board.

The Taylor Family Foundation is a non-profit family foundation dedicated to providing residential camping experiences for children with life-threatening diseases. As part of their Partner's agreement with the District, the Taylor Family Foundation (TTFF) has an agreed upon number of days for using the camp throughout the year. Operational costs to use the camp generated from these days will be reimbursed from TTFF to the Operator. TTFF will schedule the summer groups and coordinate them prior to arrival. Each summer group will coordinate their own "program"; however, the group will interface with the Camp Operator for operational day-to-day logistics.

CAMP ARROYO OPERATOR RESPONSIBILITIES

FACILITY MAINTENANCE/OPERATIONS

One of the key elements for the operation of Camp Arroyo is staffing from contracting out for the following services. Following is a list of staff or vendor service contracts needed to operate or provide services for this facility.

Operator responsibilities:

- ◆ Food Service
- ◆ Housekeeping-daily/turnover/quarterly – based on set standard
- ◆ Janitorial Services
- ◆ Kitchen Equipment – (extended warranties)
- ◆ Plumbing/Grease Traps
- ◆ Lifeguards/Aquatic Safety
- ◆ Ropes Course Training (summer use, possible year-round)
- ◆ Environmental Education
- ◆ Recreational Equipment (purchase, maintain and repairs)
- ◆ Vehicles and Equipment owned by Operator

A schedule of required maintenance tasks for the Camp is detailed and will be attached in the final agreement.

District maintenance responsibilities:

- ◆ HVAC
- ◆ Water and Sewage Systems
- ◆ Pool Maintenance
- ◆ Landscaping/Irrigation and Grounds Maintenance
- ◆ Pest Control Maintenance (except kitchen)
- ◆ Building Maintenance (minor repairs and routine maintenance)
- ◆ Vehicles and Equipment owned by District

MARKETING

To ensure the profitability of the Camp facility, the operator must solicit various outside parties to lease the Camp. Due to Camp Arroyo's diverse amenities, it is appealing to several groups to lease.

The District envisions Camp Arroyo being marketed, yet not limited to the following sources for weekday or weekend use:

- ◆ Environmental Education (Outdoor Education) for public schools
- ◆ Non-profit Organizations
- ◆ Corporate Events (staff teambuilding, picnics)
- ◆ Conferences and Retreats
- ◆ Special Events
- ◆ Private Schools
- ◆ Weekend Facility Rentals

RESERVATIONS/SCHEDULING

The scheduling of Camp Arroyo's calendar is an important aspect of managing the camp. The Camp Operator must use calendar software compatible with both Partners. The Camp Operator will be the only entity which will be booking dates, however it is important for both partners to have computer access for viewing purposes only.

STAFFING/OFFICE ADMINISTRATION

The Camp Operator needs to provide staff with experience in the following areas:

- ◆ Staffing/Training/Supervision
- ◆ Payroll/Salary/Benefits
- ◆ Accounting
- ◆ Human Resources and Public Relations
- ◆ Regulatory Compliance, ACA Accreditation
- ◆ Equipment and Building Warranties

HOSPITALITY/CUSTOMER

The function of hospitality is to provide an environment that supports the program or curriculum goals of the resident group. The tasks of hospitality include housekeeping and customer service. Customer Service is what "campers" and "guests" remember the most. The following is a partial list of customer service duties required at this facility:

- ◆ Pre-use contact with group leader
- ◆ Preparing for group arrival
- ◆ Insuring buildings and grounds are ready for occupancy
- ◆ Orientations of campers to the facility
- ◆ On-going contact with group leaders to facilitate requests/complaints
- ◆ Group Evaluation
- ◆ Maintain positive working relationships with TTFF and District

COORDINATION OF VISITING GROUPS

The Camp Operator is responsible to integrate program and volunteer participants into the work-life of the camp operations, i.e. Organic Gardens/Recycling/Kitchen Processes, etc. Camp Arroyo has become highly visible within our community with several outside groups showing interest in a community project. TTFF can assist with the facilitation of volunteer projects if referred by TTFF.

FOOD SERVICE

Food service is also an important aspect of camp operations. The camp Operator may choose to provide its own food service or contract a local food vendor for Camp Arroyo. The Taylor Family Foundation will have the option to contract out food service operations during the months of June, July, and August if not satisfied with the Operator services. If some other food service method is proposed for the summer months this method must be a subject of discussion with District and TTFF and will affect the camp rate charged to TTFF. Additional components of food service include:

- ◆ Kitchen Maintenance
- ◆ Food Purchase, Storage, Preparation
- ◆ Food Production and Garden Maintenance
- ◆ Environmental Health
- ◆ Special food service requirements for TTFF program
 - Pureeing food for children on request
 - Providing a smoothie and high calorie/protein milkshake bar
 - Providing nutritious food that cater to taste buds of children on special diets
 - Providing visual aids on the nutrition breakdowns such as carbohydrates, sugar, fat and calorie counts for the Diabetic group
 - Providing an extensive vegetarian program
 - Being available and having staff onsite for a 3 meal a day program
 - Providing executive chefs who visit with family, children and camper staff learning of the special needs of all individuals at that camp session
 - Providing a Registered Dietitian to prepare and compute the menu

HEALTH AND SAFETY

The Camp Operator must be responsible for the coordination of the following:

- ◆ Health forms and medical releases
- ◆ Current Standing Orders on-site and infirmary supplies to fulfill Standing Orders
- ◆ Certified Health Care Provider
- ◆ Medications logged, stored, dispensed, returned and documented
- ◆ Medical Log maintained

AQUATIC SAFETY

The Camp Operator is responsible for the aquatic safety of campers and guests at Camp Arroyo. The following duties must be performed:

- ◆ Scheduling of lifeguards (ratio of 1:25)
- ◆ Aquatic Safety Certification by the District
- ◆ Removal and replacing of pool cover, pool toys, chairs, etc.

CARETAKER

The Camp Operator is responsible to provide and coordinate the caretaker duties as follows:

- ◆ General Maintenance and Stocking Supplies
- ◆ Emergency Response to camp visitors

- ◆ Opening/closing entrance gates
- ◆ Group orientation and assist to arriving groups
- ◆ Availability to assist groups during evening hours as needed

EDUCATIONAL SERVICES

- ◆ Hire, train, and supervise a curriculum director
- ◆ Recruit and train instructional staff
- ◆ Oversee and manage the delivery of curriculum services and activities
- ◆ Oversee planting and maintenance of organic garden for its integrated use as part of curriculum
- ◆ Market, schedule, and administer all reservations facets of filling available time slots for school services to 4-6th grade classes based on defined curriculum

REQUIREMENTS DURING THE TERM OF THE AGREEMENT

- ◆ The Operator will be responsible for obtaining any and all necessary approvals, permits and licenses for any construction and lawful operation of this concession.
- ◆ The Operator will be required to carry at least \$2,000,000.00 in general liability insurance coverage and property damage liability insurance coverage, and replacement value in fire and casualty coverage with the District named as Additional Insured. Additional coverage may be required if the sale of alcohol is proposed.
- ◆ Proposers should be aware that this concession will be operated pursuant to an Operating Agreement issued by District. In the event that this agreement is terminated for reasons other than licensee's breach of the agreement, District will not consider proposals for reimbursement of unamortized capital improvement costs as of the date of termination.
- ◆ The Operating Agreement will be awarded to the Proposer that most fits the criteria.
- ◆ The Operator will be responsible for securing any equipment every evening. Storage will be permitted at the site.
- ◆ The Operator will be responsible for any and all utility costs, except water, connected with the operation of this concession.
- ◆ The Operator will submit monthly reports of gross receipts, in a format approved by District. At the end of each operating year, the Operator will be required to submit a detailed income and expense statement for the past year's operation.
- ◆ All rates, fees, and increases for any and all proposed services offered at the concession must be approved by District. Proposers should submit their proposed rates for services.
- ◆ The Operator will remove all rubbish generated by this concession. The Operator will be responsible for cleaning the licensed premises and the area within 50 feet of the licensed premises. The Operator must comply with all cities, state, and federal regulations regarding recycling.
- ◆ The Operator will be responsible for maintaining total security within the licensed premises.
- ◆ The Operator must cooperate with District during special events or other unanticipated eventualities.
- ◆ The Operator must pay all taxes applicable to the operation of the concession; no such applicable taxes may be deducted from gross receipts.
- ◆ The Operator will also be required to obtain all necessary city, state and federal permits necessary for the outfitting and operation of this concession.
- ◆ District staff may visit the concession site unannounced to inspect operations and determine whether or not the concessionaire is complying with the terms of the permit. If District staff find

violations, the Operator may be assessed a fine for each violation. The Operator must also comply with all directives originating from inspections by any other city, state or federal agency having jurisdiction over the operation of this concession, (e.g. State of California).

- ◆ Provide a presence (by either Operator, an employee or person acting on behalf of Operator) on the site to operate the facility and respond to emergencies on a daily basis.
- ◆ The Operator will comply with all city, state and federal laws relating to access for persons with disabilities.

PROPOSAL SUBMISSION INSTRUCTIONS

Each proposal submitted must meet the following requirements. Failure to comply will result in the automatic disqualification of a submission from further consideration. Proposals should be printed or typed on 8 1/2" x 11" paper. There is no page limit for proposals, but Proposers are encouraged to use discretion in the amount of information they submit.

The Proposal and any additional information should be submitted in a sealed envelope with the following information written on the outside:

YOUR NAME AND ADDRESS

and

REQUEST FOR PROPOSALS for Operation of CAMP ARROYO

No Proposals should be submitted in plastic sleeves or spiral binders. Illustrations may be included. All plans are subject to District's approval. Oversized drawings may be submitted but must be accompanied by 8 1/2" x 11" sectionals or reductions to 8 1/2" x 11". No telegraphic or facsimile Proposals will be accepted. All Proposals become the property of the District and are subject to public disclosure laws. All Proposals should be submitted in a sealed envelope. Submit three (3) original signed Proposals to:

Mimi Waluch
Business Services, Operations Division
East Bay Regional Park District
2950 Peralta Oaks Court, 3rd floor
Oakland CA 94605

Proposals are due no later than 4:00 pm, on October 6, 2017. No proposals will be accepted after that time; proposals received after the time and date listed above will be returned to the proposer and will not be considered for award.

To ensure fair competition, all Proposers will receive the same information and materials; no telephone or personal inquiries about this RFP will be answered. Please do not contact field staff. Only the East Bay Regional Park District website, www.ebparks.org/about/bids will contain information. Questions will be answered as clearly and completely as possible without jeopardizing the competitiveness of the proposals.

Selection of the successful proposer will be made by December 20, 2017.

A. Purpose

This Request for Proposals (RFP) provides all potential camp operators with relevant information to submit a proposal for operation of Camp Arroyo.

B. Procedures

Proposals must be submitted according to these instructions. Sealed Proposals will be received at the District Business Services Operations Division Office, 2950 Peralta Oaks Court, Oakland, California 94605-0381, until 4:00 p.m. on October 6, 2017. All complete Proposals will be reviewed followed at some subsequent time by an evaluation and a recommendation to the District Board of Directors for its consideration.

1. Instructions for Submitting Proposals. All Proposals must be submitted in triplicate. This information should be submitted in an envelope bearing on the outside the name of the Proposer, its address, the date for the opening of the Proposals, and the words "REQUEST FOR PROPOSALS for Operation of CAMP ARROYO"

2. Interpretation of Documents and Addenda. The Proposer must carefully examine the requirements and conditions expressed in the attached documents and become fully informed as to the quality and character of facilities and actions required. If any person planning to submit a Proposal finds any discrepancy or omissions from the Proposal documents, or has any question concerning this RFP of his or her Proposal, a written request for interpretation must be submitted to the District's Business Services Manager at mwaluch@ebparks.org. The District is not responsible for any explanations or interpretations obtained in any other manner. Any change or modification to this RFP shall be issued in the form of Addenda to the Request for Proposals. Addenda prepared for this Request for Proposals will be posted to the District's website. This practice shall be observed even if the Proposal opening date must be postponed.

3. Site Visit. The District will be available for an on-site visit for potential camp operators on a group basis. A group site visit will be conducted on **September 6, 2017 at 10:00 am.** If you are planning to attend the site visit you must RSVP Mimi Waluch by e-mail at mwaluch@ebparks.org at least 24-hours in advance.

4. Withdrawal of Proposals. Proposals may be withdrawn at any time.

5. Rejection of Irregular Proposals. Proposals not meeting the stated minimum terms and qualifications may be rejected by the District as non-responsive. The District reserves the right to waive any irregularities, technicalities, or informalities in any Proposal, and to reject any or all Proposals without cause.

6. Review of Proposals. Following the opening, all proposals will be reviewed by a committee consisting of representatives of District staff and other interested parties as selected by the District. This committee will review all proposals that meet the minimum qualifications.

7. Oral Presentations. Proposer may be required, at District's option, to make public and/or private oral presentations to elaborate on the written Proposal. These presentations will be held

subsequent to preliminary evaluations of the Proposals. The District will notify each such Proposer of the scheduled time and location for his/her presentation.

QUESTIONNAIRE/PROPOSAL

Your Proposal must include written responses to the questions listed in the following section and be delivered to District by the proposal due date. Written Proposals may be mailed or hand delivered to 2950 Peralta Oaks Court, Oakland CA 94605 by the due date. No faxed responses will be accepted.

1. Cover sheet on your organization's letterhead that includes all relevant contact information for your organization, including but not limited to, the name of the contact person and their phone numbers; and a brief, concise summary of your proposed management/operation plan.
2. Proposal that includes the following:
 - a. Describe your qualifications including experience and credentials in administering a public recreation facility. (Detail number of years, description of facilities managed, etc.)
 - b. Describe your management plan for the facility. (How are you staffing it? How will you pay for ongoing maintenance and operation costs? Etc.)
 - c. What improvements, if any, are you proposing to make to the premises to enhance the patron's experience? Describe your goals and objectives for the operation.
 - d. Describe your proposed services in detail.
 - e. Describe how you will market the activities and services offered at the site. Describe how you will address public access and create a welcoming space at the premises.
 - f. What percentage of your monthly gross sales are you proposing to pay to the District for the operation of the concession?
3. Provide a detailed budget for your organization in order to operate and maintain the concession.
 - a. Provide a Statement of Financial Condition from your bank or tax returns for the last 3 years. Provide proof of financial condition and credit rating with a set of personal or business financial statements, prepared by a CPA or Public Accountant, or three years of Federal income tax returns.
4. Provide a five-year (5) Pro Forma Income or Cash Flow Statement, a projection of revenues and expenditures anticipated from the proposed concession activities. Revenues should include all sales and any other service performed for which a fee is charged. The statement must show month-by-month projections for the first twelve months.

Significant weight will be given to such financial information in the selection process. The District may request a bond for \$10,000 as a security deposit when awarding the agreement.

5. Provide background information on your organization including the mission and history, and any other relevant information you would like District to know.

BASIS OF AWARD

In seeking a Camp Operator for Camp Arroyo, the District desires to provide quality service to camp users in an atmosphere compatible with the natural, beautiful setting of the surrounding parklands.

The District will investigate the financial capability, reputation, integrity, skill, relevant experience, and quality of performance of each Proposer, including its stockholders and principals, before making award. Award of a Camp Operating Agreement, if any, will be based on both objective and subjective comparison of Proposals and Proposers. Information being solicited from Proposers is intended to provide the District with adequate knowledge of Proposers and Proposals in order that the District can judge the relative merits of each of the Proposals. Evaluation will be based on the items listed below. The order of the items below is not intended to portray any ranking of the relative priority.

ITEM	RATE	CONSIDERATION
Operation Plan - Service	35	Proposed plan of services at the concession and evidence of ability to accomplish these objectives. The degree to which Proposal addresses the operation and management plan.
Experience and Background	25	Years in business, amount of relevant experience (breadth and length). Evidence of a variety of experiences in the business. Evaluation of previous and proposed quality and quantity of service.
Financial Capability	20	Capability to provide services throughout the term with adequate strength to cover start-up costs and sustain possible losses; availability of immediate funds and long-term funds.
Payment to District	10	Evaluation of projected payments (Concession and Maintenance Fund Fees) and evidence of ability to achieve such projections (Proposer's Financial Condition.)
Insurance	10	Ability to meet District's Insurance requirements.