



REQUEST FOR PROPOSAL

FOR OPERATION AND MAINTENANCE OF THE PIONEER PARK OUTDOOR RINK

PURPOSE

The purpose of this Request for Proposal (RFP) is to seek from an organization, individual, or firm with the appropriate experience and background, a proposal to operate and maintain the Pioneer park outdoor rink, with a hockey, arena soccer, or other suitable leagues, pursuant to the Community Services goal of creating and celebrating a healthy and vibrant community.

LOCATION

The Pioneer Park Outdoor Rink is located at 12722 Chapman Avenue, which is on the south side of Chapman Avenue between the main intersections of Harbor Boulevard and Haster Avenue in the city of Garden Grove.

OPTION TERM

The City of Garden Grove will enter into a 3-year agreement with one (1) selected organization/company with the option to renew the contract for 2 additional 3-year terms.

SCOPE OF OPERATION AND MAINTENANCE

It is the desire of the City to obtain an organization, individual, or firm to operate this facility to provide for youth, adult, and co-ed leagues, tournaments, clinics or other revenue generating athletic activities on site. The space available in the building structure adjacent to the rink can be used for office space, vending area, concession stand, or pro shop. The operator will be responsible for obtaining and paying for all permits and licenses, as well as adhering to all appropriate health code regulations.

Additionally, it will be the operator's responsibility to maintain the facility in a safe and clean manner, to include the immediate surrounding park area, as well as the public restrooms that will serve this facility.

OPERATOR AGREEMENT

The selected operator will be required to enter into an agreement with the City, providing for a variety of terms and conditions of the operation of this facility. As part of that agreement, a partial list of terms and conditions that would apply are listed below.

1. The operator will provide sports programming for youth and adult.
2. The operator will be required to designate 60% of its overall programming, to youth.
3. The operator will be required to have an annual financial audit on gross receipts.
4. The operator will be required to comply with all applicable laws, rules, and regulations.

5. All signs and advertising material by the proposed operator will require prior approval by City.
6. The operator will be required to provide City with a “hold harmless and indemnification” clause or agreement in the contract and be responsible for having a current player release form on file for every participant in any program.
7. The operator will be required to provide proof of insurance, including comprehensive general liability at a two (2) million dollar level, with an additional insured endorsement, auto liability, and worker’s compensation.
8. The operator will be responsible for paying all taxes and assessments in connection with the operation of this facility.
9. The operator will not be permitted to discriminate, and must abide by all civil rights in the American’s with Disabilities Act compliance codes.
10. The operator will not be able to transfer any part of the operation of the facility without City approval.
11. The operator will not be allowed to sublease facility to third party or group.
12. The operator will be responsible for conducting operations in a manner that, to the greatest extent possible, maintains the peace and tranquility of the surrounding neighborhoods and operator shall exercise every reasonable effort to not allow any loud, boisterous, or disorderly persons to loiter about the premises.

FINANCIAL CONSIDERATIONS

In consideration of the City allowing an organization, individual, or firm to operate and maintain this facility, the City seeks to collect revenues from the operation of such. The City wishes to collect a base monthly payment by the operator to the City under an established formula, with a provision that a percentage of the gross revenues, should they exceed the base monthly payment, be substituted so that the City will share in the success and growth of the operator’s operation. Each proposal must submit a base monthly lease fee amount, plus a percentage of gross revenues figure to satisfy this lease payment requirement.

RFP PROCESS

All proposals received in response to this RFP will be reviewed by the Community Services Department staff. The City of Garden Grove is not bound to accept any proposal received in response to this RFP, and the City shall not be liable for any costs incurred in connection with the preparation and submittal of any proposal.

DEADLINE

Four (4) copies of your proposal are due to the City of Garden Grove on or before 3 PM on Monday, March 14, 2016. Emailed proposals or postmarks are not accepted. Proposals must be submitted or delivered to the following address:

Community Services Department
Garden Grove City Hall
11222 Acacia Parkway
Garden Grove, CA 92840
Attn: Rene Camarena

INSTRUCTIONS TO PROPOSALS

Proposals Deemed Responsive to this RFP

The submission requirements for this RFP are described below. A proposer's response to this RFP must be made according to the specifications set forth in this section, both for content and sequence. Any proposal failing to comply with these Instructions to Proposals and deemed not to be responsive shall be subject to rejection by the City. A proposer may be allowed to remedy the status of being unresponsive, if sufficient evidence can be presented and confirmed citing extenuating circumstances.

1. Introduction

a. Cover Letter:

This should be a one-page cover letter and introduction, including the proposer's name, address, and a telephone number of the proposal's representative who will be authorized on behalf of the proposer.

b. Summary of Proposal:

Provide a brief synopsis of the proposal, prepared in such a manner as to be readily and easily understood. This should present a statement of the most significant features of the proposal, including an overall summary of benefits to the City and its residents.

c. Outline for Lease:

Describes the terms and conditions for the 3-year Lease Agreement that the proposer deems appropriate for the contemplated operations and maintenance. The outline must include the length of the lease, rent to the City, and any other pertinent terms and conditions.

2. Identify Proposer

- a. Describe the proposer's intended form of business organization (i.e., as a sole proprietor, partnership, corporation, joint venture or non-profit).
- b. Identify the length of operation as a company, including a statement of all important business activities of the proposer's major business life.
- c. Identify key project participants – their backgrounds, roles, and responsibilities.
- d. Identify size of staff, including volunteers.
- e. Identify any other attributes or special qualifications.
- f. Identify and describe the proposer's entity that will head the management team, and with which the City would negotiate agreements for the implementation of the operation.

3. Proposer's Previous Management Experience

- a. Names and locations of proposer's comparative projects.
- b. Describe the project's services and programming.

- c. Indicate whether the projects are owned, rented, or leased from a second party and/or municipal entity.
4. Proposer References
 - a. Include references from businesses and individuals with whom the proposer has worked in similar situations (name, address and telephone number)
 - b. Any other attributes of the management team that may be considered special qualifications for carrying out this project.
5. Proposer's Project Concept and Service Program
 - a. Describe the proposed overall scope of activities, including the hours and days of operation, staffing, organization chart, and marketing plan.
 - b. Provide a project services program that shall describe all services, programs, and activities contemplated. A service program shall include a sample of an annual calendar of events.
 - c. Provide a price list of all prices, fees, and charges for all contemplated league fees, goods, services, and/or merchandise to be sold and provided. These prices should be set at rates that would enable the proposed operation to be economically feasible.
 - d. List any special requirements or needs of the proposer that the City would be requested to fulfill, furnish, or provide to the proposer.
6. Physical Improvements and Financing
 - a. Provide a detailed description of any physical improvements that will be made to the facility as part of the project, including specifics on types, sizes, and locations.
 - b. List of any personal property that would be provided, including items such as fixtures, and/or equipment; and provide an estimated cost for all personal property items.
 - c. Indicate how any changes or additions to the facility will be financed for this project.
7. Preparation of Proposals
 - a. Proposal must be submitted, typewritten on 8 ½" by 11" paper, double-spaced and bound in a secure manner.
 - b. All proposals must be signed and dated by the responsible individual.

SELECTION PROCESS

All proposals received by the Monday, March 14, 2016 deadline will be reviewed and given full consideration. Proposals determined to represent the best qualifications, demonstrated competence, experience, and response to specific proposal elements identified in the RFP will be selected as finalists and invited to interview with a City Selection Committee. Final selection of the organization/company will be made based upon the following criteria:

Specific professional experience and demonstrated capacity (qualifications) and success related to operating a hockey, arena soccer rink facility, or other suitable activity.	40%
Imagination, creativity, judgment, and guiding philosophy related to the concerns and issues associated with the design, production and implementation of the desired programs outlined in this Request for Proposal.	25%
References	30%
Proposed rent to be paid to the City of Garden Grove for the lease of the Pioneer Park Outdoor Rink, including adjacent structure and restrooms.	5%

Please note that all persons proposed to be working with youth pursuant to this contract will be required to submit to, and pass, a criminal background check as required by California Public Resources Code Section 5164. This requirement and other provisions for insurance, indemnification, and independent contractor status are set forth in the standard City of Garden Grove Professional Services Agreement, which will be negotiated with the successful organization/company candidate, and for which the City reserves the right to further modify as needed for this project. A sample copy of the standard City of Garden Grove Professional Services Agreement has been attached for your reference.

CITY CONTACT

For questions regarding this RFP or the Pioneer Park Rink, please contact:

Rene Camarena
 Recreation Coordinator
 (714) 741-5173
renec@garden-grove.org