CITY OF CASA GRANDE, ARIZONA

NOTICE OF REQUEST FOR PROPOSALS

The City of Casa Grande will receive requests for proposals for the following:

Community Recreation Center Operational Management and Programming Partnership

Each proposal shall be in accordance with the specifications and instructions on file with the City Clerk at City Hall, 510 East Florence Boulevard, Casa Grande, Arizona, 85122, where copies can be obtained by calling the City Clerk’s Office (520) 421-8600, or a complete packet is available to download on the City’s website: www.casagrandeaz.gov. All responses must be submitted by 2:00 p.m. City time on Wednesday, May 1, 2013.

A pre-submittal conference will be conducted at 1:30 P.M. on Tuesday April 23, 2013 at Parks/Recreation Office, 404 E. Florence Blvd., Casa Grande, Arizona 85122.

Offers must be in the actual possession of the City Clerk’s Department on or prior to the time and date, and at the location indicated above. Offers must be submitted in a sealed envelope or box with the Offeror's name and address as well as the title of the description clearly indicated. Late offers will not be considered.

OFFERORS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE SOLICITATION.

For questions regarding General Terms and Conditions contact: Anita Avila Management Analyst (520) 421-8677 ext. 4522 aavila@casagrandeaz.gov

For questions regarding Scope or Specifications contact: William Schwind, C.P.M., C.P.R.P. Community Services Director (520) 421-8677 ext. 4511 wschwind@casagrandeaz.gov

Proposals must be addressed to:

Remilie S. Miller, City Clerk
City of Casa Grande
510 E. Florence Boulevard
Casa Grande, Arizona 85122

The envelope must be boldly marked:

PROPOSAL ON: CASA GRANDE COMMUNITY RECREATION CENTER OPERATIONAL MANAGEMENT & PROGRAMMING PARTNERSHIP PROPOSAL DUE: MAY 1, 2013 AT 2:00 P.M. LOCAL TIME

/s/James V. Thompson
City Manager
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1.0 BACKGROUND

The City of Casa Grande is interested in securing a partner(s) for the operation and maintenance of a newly constructed community recreation facility. The recreation center will be located on a vacant parcel located on the west side of Peart Road, between Cottonwood Lane and Kortsen Road in Casa Grande. The project construction budget will be between $12,000,000 and $16,000,000. The final budget will be established during the design and programming phase. The facility is expected to be between 30,000 square feet and 60,000 square feet, and will include a gymnasium, fitness equipment area, classrooms, office space and an aquatic component as well as other amenities to be identified during the design and programming phase. This project will be completed on a short schedule and is expected to break ground by the end of 2013.

1.1 INTENT

The City of Casa Grande is soliciting competitive proposals from professional, not-for-profit recreation industry service providers for an ongoing operational management and programming partnership contract for the Casa Grande Community Recreation Center. The City will evaluate the Offerer’s qualifications and experience within the recreation service industry. The City will also define special terms and conditions which will likely include but not limited to Insurance, Surety or Fidelity Bonds, Contract Longevity and Renewal Terms.

1.2 REQUIREMENTS

The Offerer shall be an established not-for-profit organization in the primary field of recreation facility management, operations and programming within the past ten years. Conditions may be met if one or more of the Offerer’s principals, partners or corporate officers have the equivalent experience.

The Offerer, principals, partners or corporate officers must have experience in the following areas of service and submit evidence that demonstrates the following:

- Marketing and Promotion
- Financial Reporting
- Customer Service Skills
- Internet Based Fee Collection Systems
- Point of Sale Accounting
- Capital Improvement / Replacement Strategies
- Recreation Program Development
- Aquatic Operations
- Food and Beverage Operations
- Demonstrate the financial capacity to manage multiple or individual facilities
- Membership Services / Program Development / Fee Structure
1.3 MANAGEMENT REQUESTS

Interested parties may also propose other facility uses to enhance building usage that may increase community engagement. The City of Casa Grande desires Offerers that support its goal of offering community activities, programs, and outreach.

The City of Casa Grande Community Services Department shall require a minimum of 2,000 square feet of designated interior building space for administrative services and additional areas to be shared in efforts to maintain a presence and continue programming contributions to the recreational service needs of the Casa Grande community.

2.0 SUBMISSION REQUIREMENTS

2.0.1 Scope of Understanding and Approach:
Describe your understanding and approach to the project and how it will meet the requirements of the City’s Community Services Department. The City is intent on selecting a partner who can provide a thorough operation and maintenance management program for the Casa Grande Community Recreation Center that is most advantageous to the Casa Grande Community Services Department. If findings determine that new and/or additional scope items are required to complete this submittal, an addendum to the RFP will be included. To be considered responsive, one (1) original and ten (10) copies of a submittal must be submitted in a sealed envelope or box with the RFP Description and the submitter’s name and address clearly indicated on the package by the deadline. The submittal must bear the original signature of an authorized representative of the submitter on the acknowledgement provided.

2.0.2 Operational / Management Plan:
Please provide a description of the relevant experience your firm or team possesses. Information should include:

- **Recreation Facility Management** – Provide a detail work history and a list of all similar facilities that the Offerer currently manages or has managed within the past ten years. For each project, provide the following Information:
  - Name and Location
  - Nature/description of the facility
  - Facility annual operational expense budget
  - Dates served and the scope of the services provided
  - Annual revenue report
  - Owner’s name and contact information
  - Reference information (two current names with telephone numbers per project)
  - Manner in which your organization was selected for management (bid or submittal or other method)
- Provide a Statement of why you should be selected.
- What differentiates your firm from others?
• Provide a detailed description of your vision and strategy to implement your proposed management plan for the City of Casa Grande Community Recreation Center. Please include:
  o Staffing levels and cost
  o Proposed hours of operation
  o Financial plan to pay for ongoing operation and maintenance costs
  o General revenue projections and fundraising plan.
• Describe your proposed programs, activities and services in detail and explain how they will help address community need.
• Provide a partnership matrix that depicts a proposed programming schedule and responsibilities between the Offerer and the City of Casa Grande Community Services Department.
• Provide a detail line item budget describing your plan to operate and maintain the facility.

2.0.3 Description of Organization and Project Team:
Please provide a proposed management organization chart. This should identify the General Manager and all key staff member positions. Only those staff members that will be directly related to the Casa Grande Community Recreation Center project should be cited and it shall focus on experience relevant to the tasks.

2.0.4 Capital Improvements / Replacement Strategies:
Submit experience and capability to provide capital improvements. Please provide an example of a projected ten year capital improvement / replacement plan for the Casa Grande Community Recreation Center.

2.0.5 Financial Capacity:
Submit a demonstration of current financial capacity to manage the Casa Grande Community Recreation Center. Examples may include but are not limited to the following:

  • Current audited financial statement for the most recent three fiscal years of the Offerers balance sheet, income statement and statement cash flow
  • Most recent Comprehensive Business Report
  • Tax returns of the most recent three fiscal years
  • List of current investors and their financial capacity

2.0.6 References
Provide with the offer, four (4) references from companies for whom contractor has provided similar products/services in the last twenty-four months. Also include company name, address, phone number, contract person, a description of the products/services provided with a description of any major variation to the requirements of this RFP.
3.0 EVALUATION CRITERIA
   The criteria below are listed in order of relative importance.

   a. Submittal presentation (content and overview)    30%
   b. Operation and Management Plan      20%
   c. Description of Organization / Project Team    20%
   d. CIP / Replacement Strategies       15%
   e. Financial Capacity       10%
   f. Professional References        5%

4.0 EVALUATION PANEL
   Submittals will be evaluated by an evaluation panel. Award shall be made to the most responsive, responsible Offerer whose proposal is determined to be the most advantageous to the City.

5.0 TERM OF AGREEMENT
   The term of the approved agreement will align with the allowable number of years as outlined by IRS tax exempt bonding.

6.0 OFFER
   Proposer certifies that they have read, understand, and will fully and faithfully comply with this solicitation, its attachments and any referenced documents. Proposer also certifies that the prices offered were independently developed without consultation with any of the other proposers or potential proposers.

______________________________________________________________________________
Company's Legal Name
____________________________________ _________________________________________
Printed Name Address

Title City, State & Zip Code

Telephone Number FAX Number

Authorized Signature Company E-mail Address

FEDERAL TAXPAYER ID NUMBER: ____________________________________________

Arizona Sales Tax No. ______________________________ Tax Rate _______________

Proposer certifies it is a: Proprietorship ____ Partnership ____ Corporation ____