

City of Woodland Park  
220 West South Avenue  
Woodland Park, Colorado 80863  
(719) 687-9246

## REQUEST FOR PROPOSALS (RFP)

Project Name: City of Woodland Park Visitor Center

Proposal Documents available: October 20, 2020

Last Day for Questions: November 4, 2020

Proposal Due Date: November 15, 2020

SCOPE OF WORK: Management of the City of Woodland Park Visitor Center

RFP documents can be obtained on the City of Woodland Park's website at [www.city-woodlandpark.org](http://www.city-woodlandpark.org) or at City Hall at 220 West South Avenue, Woodland Park, CO 80863

Publish: City of Woodland Park's website

## REQUEST FOR PROPOSALS (RFP) INSTRUCTIONS

### 1.0 General Information

1.1 **Purpose.** The City of Woodland Park, Colorado is seeking firm fixed price proposals for the Woodland Park Visitor Center Management Services. The successful proposal will provide for Woodland Park Visitor Center Management Services based on a mutually agreed upon program and budget.

1.2 **Background.** The City of Woodland Park incorporated as a home-rule city in 1891, and is located 18 miles northwest of Colorado Springs. The city currently occupies a land area of 6.64 square miles and serves an estimated population of 8,000. Woodland Park sitting at 8,464 feet in elevation, known as the "City Above the Clouds," is also a place to visit for those seeking a mountain environment. In the 2019 year 8,500 people visited the Visitor Center. The City of Woodland Park Visitor Center is the first stop made by many visitors to find information about the Woodland Park area.

1.3 **Questions and Clarification.** Any questions regarding this proposal; must be submitted in writing to Michael Lawson, Assistant City Manager by 5:00 p.m. on October 30, 2020. Questions may be emailed to [mlawson@city-woodlandpark.org](mailto:mlawson@city-woodlandpark.org). The subject line of the email must read: Woodland Park Visitor Center Management Services. Verbal requests for information or clarification will not be accepted. All questions will be answered and distributed to all prospective proposers via addendum.

To receive project addenda, you must be on the plan holders list. To be placed on the plan holder's list, contact Suzanne Leclercq either by phone at 719 (687-5295) or e-mail [mlawson@city-woodlandpark.org](mailto:mlawson@city-woodlandpark.org) Downloading the Request for Proposal (RFP) from the City website does not automatically place you on the plan holder's list.

**1.4 Preparation Costs.** The City shall not be responsible for proposal preparation cost, nor for cost including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked proposer and/or award of agreement and/or rejection of proposal. By submitting a proposal, each proposer agrees to be bound in this respect and waives all claims to such costs and fees.

## **2.0 RULES GOVERNING COMPETITION**

**2.1 Examination of Proposals.** Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of work and the conditions likely to be encountered in performing the work.

**2.2 Proposal Acceptance Period.** Proposals must be irrevocable for ninety (90) days following the submission date.

**2.3 Confidentiality.** The content of all proposals will be kept confidential, to the extent permissible under the Colorado Open Records Act until the selection of the Proposer is announced. At that time, the selected proposal is open for review by the competing proposers, excluding any tabulations and evaluations thereof. After the award of an agreement, all proposal, tabulations, and evaluations will then become public information.

**2.4 Proposal Format.** Proposals are to be prepared in such a way to provide a straight forward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on: (1) Conformance to the RFP instructions; (2) Responsiveness to the RFP requirements; and (3) Completeness and clarity of content.

**2.5 Signature Requirements.** The proposal transmittal letter must be signed. A proposal may be signed by; an officer or other agent of a proposer, if authorized to sign agreements on its behalf; a member of a partnership; an owner of a privately-owned Proposer; or other agent if properly authorized by a power of attorney or equivalent document. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

**2.6 Copies of Proposal.** Five (5) copies of the proposal are to be submitted to the City of Woodland Park Administration at 220 West South Avenue, Woodland Park, CO 80863, clearly marked with the proposer's name and "Woodland Park Visitor Center Management RFP." Proposals shall be completely sealed in an envelope clearly marked with the Proposer name, with one (1) copy of the Cost Proposal in a separate sealed envelope.

**2.7 Tax Compliance.** The City Woodland Park Municipal Code requires that businesses or individuals contracting to do business with the City comply with the Woodland Park tax provisions. No agreement will be awarded to any individual or Proposer found to be in violation.

**2.8 Supporting Documentation.** Proposers shall include with their proposals copies of any licenses, certificates, registrations and other credentials applicable to performance under the agreement. Documentation must be current and must have been issued by or under authority of the state of Colorado or, if documentation is from an outside jurisdiction, such documentation must be accepted baled by the state of Colorado for performance in Colorado. Such documentation shall include, but is not limited to, Colorado business license and applicable professional licenses, registrations, and certificates.

**2.9 News Releases.** News releases pertaining to the award resulting from the RFP shall not be made without prior written approval of the City of Woodland Park's City Manager.

**2.10 Disposition of Proposals.** All materials submitted in response to this RFP will become the property of the City of Woodland Park. One copy shall be retained for the official files of the City clerk's Office and will become public record after award of an Agreement.

**2.11 Oral Change/Interpretation.** No oral change, or interpretation, of any provision contained in this RFP is valid. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the City. Proposer shall acknowledge receipt of addenda in their transmittal letter. Only a proposal acknowledging receipt of all addenda may be considered responsive, unless the unacknowledged addenda, in the opinion of the City Manager, would have no material effect on the terms of the proposal. The City Manager may elect to allow a proposer to acknowledge receipt of addenda after opening proposals.

**2.12 Replacement of Submitted Proposals.** Replacements will be accepted by the City, and binding upon the responding Proposer, only if it is received by the City at the place designated for submission prior to the scheduled deadline and meets all other RFP conditions.

**2.13 Late Submissions.** Proposals received after the date and time specified in this RFP will not be considered.

**2.14 Withdrawal of Proposals.** At any time prior to the scheduled closing time for receipt of RFP submittals, any responding Proposer may withdraw their submittal, either personally or by written request. However, a proposal may not be withdrawn after opening without the written consent of the City.

**2.15 Acceptance/Rejection of Proposals.** The City may reject any or all proposals if the City Manager determines that it is in the best interest of the City and may waive irregularities, other than the requirements for timeliness and manual signature, if the irregularities do not affect the competitive advantage of any proposer.

**2.16 Choice of Law and Jurisdiction.** The laws of the State of Colorado shall govern this RFP, and any legal action brought thereon shall be filed in the Fourth Judicial District at Teller County, Colorado.

**2.17 Conflicts of Interests.** No member of the governing body of the City of Woodland Park or other

officer, employee or agent of the City who exercises any functions or responsibilities in connection with the carrying out of the project shall have any personal interests, direct or indirect, in any ensuing agreement as a result of this Request for Proposal, without first disclosing his/her potential conflict, by submitting a letter to the Clerk's Office establishing their "intent to do business with the City." The Proposer for itself and its principal employees, officers, agents, directors or shareholders covenants that neither the Proposer nor any of the listed classes of individuals has nor shall acquire any interest, direct or indirect, in the project, direct or indirect, to which the agreement pertains which would conflict in any manner or degree with the performance of its work hereunder. The selected proposer further covenants that in its performance of the agreement no person having such interest shall be employed, without first disclosing his/her potential conflict.

### 3.0 SCOPE OF SERVICES

**3.1 Services to be performed.** The City of Woodland Park requires the following to manage the City of Woodland Park Visitor Center:

- a. **Adequate Staffing.** The Proposer must maintain adequate staffing during operating hours<sup>1</sup> as the visitor's center is the first stop made by visitors to find information about the City of Woodland Park. The Proposer must provide information on about the community and visitor programs, events, and exhibits in a friendly and enthusiastic manner.
- b. **Performance Matrices.** The Proposer is expected to provide measurable performance matrices to illustrate the success of the visitor center on an annual basis or upon request that may include the following:
  - a. Number of contacts
  - b. Number of referrals
  - c. Impact of advertisements
  - d. Report on community events/impact
  - e. Breakout, by business type, for which information was requested
  - f. Specific actions taken by the Visitor's Center regarding referrals

**3.2 Contract Formation.** A contract in this matter will not be formed until executed by all parties including the City of Woodland Park City Manager. Performance under the contract will not begin until the contract is fully executed by all parties. A sample facilities management agreement and sample marking services agreement are provided as attachments. Terms and conditions of these agreements are subject to negotiation with successful Proposer.

### 3.3 Term and Conditions

- a. **Term of Contract.** A contract will be for a one year term with annual renewal for up to two additional years or roughly from January 1, 2021 – December 30, 2022. Neither party has any

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<sup>1</sup> Currently, the Visitor Center is open during the summer (Memorial Day to Labor Day) from 8 AM – 5 PM Monday through Friday, Saturday and Sunday 10 AM – 2 PM. Winter hours are 8 AM – 4 PM Monday – Friday. In addition to these hours the Visitor Center is open during community events.

obligation to agree to extend the initial term of the Agreement. Parties may agree to extend the contract for additional one year terms upon mutual consent and agreement by the City Council.

**b. Subject to Appropriation.** Compensation for services requires the Woodland Park City Council to annually appropriate funds for payment of services. The obligation of the City to provide funding is subject to the availability of funds lawfully appropriated for that purpose by the Woodland Park City Council.

**c. Insurance and Indemnification Requirements.** The Proposer must, at Proposer's own expense, throughout the term of the Agreement secure and maintain the following insurance:

Comprehensive general liability insurance, including premises, all operations, property damage, personal injury and death, broad-form contractual coverage with a per occurrence limit of not less than \$1,000,000 combined single limit.

All insurance required must also meet the following requirements:

- 1) For comprehensive general liability, name the City of Woodland Park as an additional insured.
- 2) Provide City with at least 30 days' written notice before any termination, cancellation, or material change in insurance coverage is effective; and,
- 3) Proposer must indemnify, defend, and hold harmless the City and its agents, employees, and/or insurers from claim, loss, damage, liability, including injury and death or expense in any way related to any act or omission of Proposer or Proposer's employees, agents, or invitees arising out of Proposer's performance of services under the Agreement, except to the extent any negligence of City or its employees or agents is a proximate cause of any injury or damage. If a third party asserts a claim against Proposer and City, Proposer and the City shall seek in good faith to achieve Agreement to an apportionment of fault as between them without an independent of litigation. This provision shall survive expiration or termination of any Agreement.

**d. Public Relations.** Proposer understands that providing Visitor Center Service on behalf of the City is a reflection of the City and the community. Therefore Proposer agrees to provide staff/volunteers that are courteous, respectful, and ethical in their conduct. At the request of the City, upon notice of inappropriate behavior, Proposer will remove staff/volunteers from the Visitor Center Service.

#### **4.0 PROPOSAL AND SUBMISSION REQUIREMENTS.**

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below.

**4.1 Letter of Transmittal.** Briefly state your Proposer's understanding of the services to be performed and make a positive commitment to provide the services as specified. List names of the persons who are authorized to make representations for your Proposer, their titles, addresses, and telephone numbers. The letter must be signed by a corporate officer or other individual who has the authority to bind the Proposer. The letter must acknowledge all addenda, if any.

**4.2 Profile of the Management.** Describe your organization and key staff experience and qualifications in the following areas:

- a. Facilities Management
- b. Operations Management in the Visitor Industry
- c. Public/Customer Service Focus
- d. Tourism
- e. Advertising/Promotion
- f. Special Event Planning/Coordination
- g. Any other experience you deem applicable to the RFP.

Identify key staff who will provide services on behalf of the Proposer. Resumes should be included for each individual referenced. Description of the use of volunteers for staffing or organizational needs if applicable.

**4.3 Scope of Work Section.** Provide a narrative on how your organization will fulfill the Scope of Work, provide the required services for Visitor Center Management in a Plan of Operations, and discussion on proposed performance matrices.

Specifically describe and provide detail on facility (facility location, facility description and capabilities, days/hours), personnel including paid and volunteers, operations management plan, success metrics, detailed marketing plan (analysis of the region, tactics and strategies for promotion, and advertising sectors to be utilized).

Please also include a narrative on how will your organization ensure you collaborate with other like organizations (Main Street, Woodland Park Chamber of Commerce, Downtown Development Authority) to ensure unity of effort in the promotion and messaging of Woodland Park.

Also include in your narrative how your organization will promote all Woodland Park businesses.

**4.4 Cost Proposal.** Provide the proposed cost for Visitor Center Management and describe how the funding will be utilized.

The cost proposal must be per year for the initial contract period of one year (with a potential for renewal of up to two additional years) and open for acceptance by the City for a period of not less than ninety (90) calendar days from the date the proposal is due. A proposal will be rejected if it contains a material alteration or erasure, which is not initialed by the signer of the proposal.

The cost proposal page must be placed in a separate sealed envelope for each Schedule for which the Proposer is submitting a bid and marked "Woodland Park Visitor Management Services – Cost"

**4.5 Use of Public Facilities.** The City has potential lease space at "the Cabin" at 230 East Henrietta Avenue, Woodland Park, CO 80603 that could be utilized at no cost as a part of this proposal. Proposer shall describe what, if any, use of public facilities they intend/need to use for their proposal. All facilities must meet ADA requirements and be in compliance with local building codes.

**4.6 References.** The proposal shall include a list of five (5) references for work performed by the Proposer similar to this engagement. The City may contact references to ascertain the Proposer's performance, specifically in the areas of knowledge and expertise, customer satisfaction, and conformance to a similar Scope of Work as this engagement.

## **5.0 EVALUATION PROCESS AND CRITERIA**

**5.1 Evaluation Process.** A committee of individuals representing the City of Woodland Park will evaluate the proposals. The committee will rank the proposals as submitted. The City of Woodland Park reserves the right to award an agreement solely on the written proposal.

The City also reserves the right to request oral interviews with the highest ranked Proposers (short list). The purpose of the interviews with the highest ranked Proposers is to allow expansion upon, and possible refinement of the written responses. A second score sheet will be used to score those Proposers interviewed. The final recommendation for selection will be based on the total of all evaluator's scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first.

The Proposer, whose proposal is ranked highest by the evaluation committee, may be invited to enter into final negotiations with the City for the purposes of agreement award.

**5.2 Criteria.** Proposals will be reviewed and scored by factors to include:

1. Proposer's experience managing a similar facility/program
2. Qualifications and resumes of the key staff assigned/use of volunteers
3. Proposer's references
4. Plan of Operations
5. Cost
6. Use of Public Resources

**5.3 NO REQUIREMENT TO AWARD CONTRACT.** The City maintains the right to not award an agreement if it is determined by the City to be in its best interest to do so. This could include a determination to cease visitor center operations, budget constraints, determination to operate the visitor center "in-house", inadequate number or quality of proposals, or other matters.

## **6.0 TIMELINE**

Proposal Documents Available:	October 20, 2020
Last Day for Questions:	November 4, 2020
Proposal Due Date:	November 15, 2020
Proposal Evaluation Completed:	November 30, 2020
Notice of Intent to Award:	November 30, 2020

Contract Execution:  
Begin Services:

December 15, 2020  
January 1, 2021

## **7.0 SELECTION PROCESS**

The Proposer with the highest total evaluation points may be invited to enter into agreement negotiations on cost, scope of work, and other terms of the agreement with the City of Woodland Park. If an agreement cannot be reached with the highest ranked Proposer, the City shall notify the proposer and terminate the negotiations. If proposals are submitted by one or more other proposers who are determined to be qualified, negotiations may then be conducted with such other proposers in the order of their respective rankings. This process may continue until successful negotiations are achieved. The City of Woodland Park reserves the right to reject any and all proposals submitted.