



REQUEST FOR PROPOSALS

Recreation and Aquatic Center Feasibility Study

Request

The City of Sherwood is requesting proposals from qualified consulting firms to conduct a Feasibility Study to evaluate management options for an existing 56,000 sq. ft. Recreation & Aquatic Facility owned by the City of Sherwood. The study will consist of a market analysis, financial analysis, operations and programming pro forma, and recommendations for management structure.

Background Information

Sherwood is located in Washington County, Oregon, and is home to approximately 19,000 residents. Located in the southeast corner of the county, it is a largely residential community in the Tualatin Valley, southwest of Portland. Established in 1892, Sherwood offers something for everyone. It's been nationally recognized as one of the "Best places to live in the nation" by CNN Money Magazine and "Best family towns" by Family Circle Magazine. It offers natural beauty at every turn, with things to do in and around town. The community is highly sought after for its great proximity to outdoor activities and the Portland urban area, thoughtfully planned residential communities, outstanding schools, and strong local economy.

Project History

In 1996 Sherwood residents passed a general obligation bond to construct a Recreation and Aquatic Facility. The City of Sherwood signed a 20-year Operating Agreement contract with the YMCA of Columbia Willamette to operate the Facility upon completion. In 1998, the Sherwood Family YMCA opened its doors to the Sherwood Community. The 56,000 sq. ft. building accommodates the following:

- A 25 yard long, 3 lane pool
- Recreational pool with zero depth entry to 7' deep
- 65 foot water slide
- Family changing rooms
- 5,200 sq. ft. Teen Center
- Child Watch Center
- Full-size basketball/volleyball court
- 20' high rock climbing wall
- Dance and gymnastic studios
- Spin cycle studio
- Treadmills, elliptical machines, stair steppers, step mill
- Bikes (including recumbent, cycle pro, uprights, spin bike and hand crank cycles)
- Functional training room
- Free weights and Life Fitness and Matrix® Selectorized Strength machines
- 1/14-mile walking/running track

The 20 year Operating Agreement with the YMCA is due to expire on October 31, 2018. The Sherwood City Council has directed staff to engage a consultant to conduct a feasibility study to evaluate operational and management options.

Project Scope

The City is soliciting proposals for the following services. These services will be provided in accordance with a comprehensive professional services contract that may include, but not limited to:

1. Meeting with City Staff to kick-off the project and as necessary to complete tasks detailed below.
2. Reviewing existing information and historical data and determining what is pertinent to the project.
3. Researching and presenting information on similar existing economically successful public facilities and/or public partnerships suitable for consideration as a business model.
4. Conducting an operational, economic, technical, and programming feasibility study and market analysis.
5. Preparing a five-year operating Pro Forma for each of two alternatives:
 - a. The facility as operated by an outside organization.
 - b. The facility as operated by the City of Sherwood.
6. Proposing operational models and estimating cost and revenue projections that will reflect a goal of an expense/revenue neutral business plan for both operating scenarios. Define priority services to be provided, participant demographics and what services may be provided by independent contractors or other service providers.
7. Presenting final study findings to City Council for their action.
8. Preparing a comprehensive report of study results and recommendations, based on the findings of the study.

Experience

Provide a general description of the range of relevant activities performed by your firm. Details should provide the following:

- Experience with recreation-related public surveys and public outreach;
- Experience in benchmarking against other successful, financially sustainable recreation programs;
- Demonstrated knowledge of funding tools available to city recreation programs (i.e. special district and/or general fund, etc.);
- Experience in evaluating and establishing recreation programs;
- Experience in recreation program management;
- Experience with municipal budgeting;
- Experience in demonstrating how recreation can support economic development and be incorporated into overall City planning.

Understanding and Methodology

In their proposals, Consultants must demonstrate an understanding of the business of recreation, the importance of strategic goals, and the ability to develop a business plan and determine the best options for the City. Consultants must demonstrate a solid understanding of what types of programs are typically funded by a dedicated city recreation budget.

Consultant should provide details on the approach and methodology it proposes for the scope of work detailed in this Request for Proposal. Consultant should include the organization of project personnel and any assistance needed from outside sources.

Information to be Submitted

Firms replying to this Request for Proposal are required to submit relevant information that will be used in the evaluation process. Submittals shall, at a minimum, have the following information:

1. Cover Letter (maximum of one page) - The cover letter shall be signed by an official authorized to bind the firm.
2. Company Overview (3 pages or less) - Identify the geographic location(s) of the firm, including principal, satellite, and sub consultant/subcontractor offices, which would be responsible for providing services to the City of Sherwood. Provide a description of the overall capabilities of each office as it relates to this RFP.
3. Key Personnel – The proposal shall include an organizational structure of the firm's team that will participate in the process. Include office locations and all pertinent contact information. Identify key personnel who will participate in the process, including the nature and level of their involvement. (No more than 5 pages. Full resumes may be added in an appendix but should be limited to one page.)
4. Experience – List three projects that demonstrate the prime firm's ability to undertake the work for which they are competing. The projects selected should have a relative scope and scale as compared with the proposed project. Provide contact information for personnel associated with completed projects.
5. Cost - Provide a detailed cost proposal for the various tasks to be performed. The cost proposal should be comprehensive and include all costs including consultant fees, mileage and production costs.

Evaluation Process

All written proposals received at Sherwood City Hall by the deadline will be reviewed by City staff. One or more finalists may be invited to an interview after the proposals have been reviewed.

Following the individual evaluation, the evaluation team will meet to compare rankings. Highly ranked proposers may be interviewed at the discretion of the City. Following the interview, scores may be adjusted and the highest ranked team will win the award. The scope of work and project schedule will be finalized in consultation with the selected firm. The City reserves the right to award a single or multiple contracts in the best interest of the City. The City also reserves the right to seek clarifications of each proposal.

The evaluation criteria may include but not limited to the following considerations:

1. Responsiveness to requirements of this Request for Proposals.
2. Competence, ability, and experience of the identified project team as it relates to this Request for Proposals.
3. Specialized team experience and technological practices proposed by the project team.
4. Related work experience.

Timeline

Milestone	Date
Advertise RFP	May 27, 2016
Deadline for RFP Questions	June 17, 2016
Deadline to Address Questions	June 24, 2016
Proposals Due	July 1, 2016 5:00 PM (PST)

Questions

To insure all proposing firms receive the same information, questions on this project will only be accepted through e-mail. Questions should be emailed to Kristen Switzer, Community Services Director, at switzerk@sherwoodoregon.gov

All questions will be posted on the City's website along with the answers from City staff so that all interested parties can review the questions and answers. The City will remove the name of the firm and person asking each question. The deadline for questions will be June 17, 2016 at 5:00 PM.

Proposal Submittal

The deadline and format for submittal of Proposals are specified below. Proposals will be accepted in the following way:

Submit to City Hall Directly/ US Mail

Submit to:	City of Sherwood ATTN: Kristen Switzer 22560 SW Pine St, Sherwood, Oregon 97140
Deadline:	5:00 PM, Friday, July 1, 2016
Number of copies:	One original and 2 additional copies
Format:	Secure all copies in a sealed envelope entitled: Request for Proposal- Recreation and Aquatic Center Feasibility Study

The entire submittal package must be received by or before the time and date indicated above. Time and date deadlines for submittal will not be waived; however, the City reserves the right to extend the submittal deadline.

Cancellation

The City reserves the right to cancel this Request for Proposal at any time. The City reserves the right to waive minor informalities or discrepancies contained in any proposal.

Expenses

Proposers responding to this RFP do so solely at their expense and the City is not responsible for any Proposer expenses associated with responding to this RFP. The proposer's billable time will start after the signing of the contract to perform the work.

Contract

A sample of the City of Sherwood's Standard Professional Services Contract is available on the City's Web site.