



Request for Qualifications

RFQ20-001

Edmond 66 Park Management Services

City of Edmond, Oklahoma



1. INTRODUCTION

The Request for Qualifications (RFQ) is part of a competitive process, which will facilitate a fair opportunity for qualified firms, organizations or individuals to offer their qualifications for plans and services for consideration. The competitive RFQ will provide the City the flexibility to negotiate and arrive at a mutually agreeable relationship.

The City of Edmond is seeking qualifications from an individual, group, or business to manage the day-to-day operations of adult softball at the Edmond 66 Park located at Highway 66 and Post Road, under the direction of the City's Parks and Recreation Department.

The selection of a sports partner will be done as a two-step process. The first step involves submission of qualifications. Interested parties should submit in written form their experience and qualifications to operate an adult softball complex including their ability to promote the sport of softball in Edmond. From daily operations to tournaments and events that help stimulate the local economy through sports tourism. A review of the RFQ will be done by a selection committee and those believed to have the strongest qualifications will be asked to interview. The number of parties selected to interview will be dependent upon the number of responses received. Based on the submitted documentation and the results of the interview, potential sports partners will be asked to submit a specific proposal to provide the desired services. These discussions and negotiations will lead to a formal approval process that will be presented to the appropriate boards and Edmond City Council for approval of an Edmond 66 Park Management Agreement. If negotiations fail for any reason, the City may choose to negotiate with another individual, group, or business.

2. COMMUNITY BACKGROUND

This is an exceptional opportunity to provide leadership and management to the Edmond adult softball community. Edmond is increasingly diverse city with a rich and rewarding quality of life and tremendous community spirit. A mere 20 minutes north of downtown Oklahoma City, Oklahoma, Edmond offers all of the advantages of a small community with the nearby cultural and entertainment resources of a big city.

Edmond is considered an innovative and progressive metro suburban community and was named by Money magazine as the Best Place to Live in Oklahoma. The City is best known for its award-winning schools, its commitment to parks and recreation, well-attended parades and festivals, and strong community emphasis on quality of life issues. The City places a great importance on arts, culture, and the role of special events. It is a friendly, energetic, and an innovative community.

Edmond is also one of the fastest growing cities in the southwest and is a progressive and increasingly diverse city. A high level of citizen confidence in City government resulted in the passage of two successive continuation of sales tax initiatives to invest in Edmond's future. The City's commitment to providing quality services is reflected in the consistently high ratings on citizen surveys.

Edmond, a growing suburb with a population of over 90,000, has a committed and active citizenry. The city limits cover 90 square miles and the Edmond school district covers 130 square miles. Major interstate highways I-35 and I-44 serve Edmond, with I-40 located 14 miles to the south.

Edmond is a community full of families attracted by the reputation of the Edmond Public School District. Edmond is the site of the University of Central Oklahoma and borders the Oklahoma Christian University of Science and Arts.

3. Adult Softball BACKGROUND

The current adult softball facility is the Edmond 66 Park. Costing over 5 million dollars; ground broke on this facility September 2012, with 4 fields, concession stand, restrooms, a locker room and a covered playground. With a historical Route 66 theme and state of the art fields, this complex is one of the nicest in the state. While in the park, visitors will get a glimpse of what the historical Route 66 gas stations looked like during its heyday. The facility is used for adult softball of all skill and experience levels. Edmond has built a reputation of providing premier parks and recreation opportunities. From meeting local league needs to hosting large regional tournaments, the City is looking for a partner who can help build the sport of softball in Edmond.

This facility replaced the Bickham Softball Complex. At almost 30 years old, the Bickham Softball Complex held games and smaller tournaments at its 4 field complex. But Due to drainage issues and aging facilities, city management set a plan forward to build the new complex. The decision was made to create a new state of the art facility that would give Edmond's softball community a place to call home for many years to come, all while promoting sports tourism. It is our intent that the new softball partner reenergizes the sport of adult softball within the community.

4. SCOPE OF SERVICES

Potential components of the Edmond 66 Park Management Agreement should include, but may not be limited to:

- Day-to-day management of the complex.
- Day-to-day maintenance of the complex, including field maintenance, grounds maintenance, trash removal, etc.
- Own and operate equipment associated with grounds maintenance.
- Operate the complex in a manner that is open to the general public without discrimination on any basis prohibited by applicable law, regulation or ordinance, subject to fees, rules, and policies approved by the City of Edmond.
- Communication with the City's representatives will be a top priority as we continue to foster a strong working relationship between the organizations.
- Operate the complex in an efficient and cost-effective manner.

- Adhere to best practice financial management principles and maintain efficient and accurate accounting records in accordance with generally accepted accounting principles.
- Provide exceptional customer service.
- Attract, develop and retain employees and/or contractors sufficient and necessary to assure efficient operations of the complex at a standard comparable to softball complexes in the region, and as specified by the City of Edmond.
- Staff and operate concessions stand open to the public during the designated days and hours of operation as approved by the City of Edmond.
- Own the necessary concession stand equipment.
- Establish, develop and implement ongoing, year-round, successful programs and events (clinics, camps, leagues and tournaments) for all adult ages and levels.
- Grow the local economy through sports tourism.
- Maintain excellent standing with Amateur Softball Association (ASA), United States Specialty Sports Association (USSSA) and National Softball Association (NSA); and appropriate certifications.
- Maintain all property in good working order and replace items when necessary to operate the complex at the standards set by the City of Edmond.
- Comply with all applicable government health, safety and environmental regulations.

5. OPERATIONAL REQUIREMENTS OF THE EDMOND 66 PARK MANAGEMENT AGREEMENT

To include but not be limited to the following:

- Contract Period: The intended contract period is proposed for a term of three one-year terms with an option to renew annually for two (2) one year terms thereafter. While it is the intent of the City to maintain the contract for a three year period the City is prohibited from contracting for more than one fiscal year at a time.
- Funding: Notwithstanding any other provision of the agreement, by the City under the terms of the agreement will be available only as appropriated on a fiscal year-to-fiscal year basis by properly constituted legal authority. In the event that the City determines that sufficient funds have not been appropriated to make the payments required under the terms of the agreement, the contract shall terminate.
- Sports partner will be granted exclusive right and privilege to operate the complex subject to restrictions noted. (A contractual agreement will be issued based on the minimum requirements and those agreed upon performance standards determined during the negotiation process.)

- The sports partner will retain all fees collected from the complexes' usage, concessions sale, field rentals, and other promotional sales.
- Edmond Public Schools will be allowed use of the facility as part of an Interlocal Agreement with no fees charged.
- The City of Edmond shall be responsible for the cost to repair and maintain the structural integrity of the buildings, playground, exterior lighting, and parking lot.
- Utility services offered by the City will be provided at no charge to the sports partner. The City will also provide local telephone and internet services at the facility.

6. SUBMITTAL REQUIREMENTS

To simplify evaluation and to assure that each submittal receives the same orderly consideration; all submittals are to follow the format described in this section. Respondents are encouraged to submit concise and clear responses to the RFQ.

All submittals shall be divided into the following content parts:

Part 1 – Letter of Interest and Executive Summary

Provide a letter explaining your interest in managing the Edmond 66 Park and that you will meet the minimum qualifications and the requirements for a sports partner. The letter should include an Executive Summary summarizing your relevant qualifications and experience.

Part 2 – Respondent Profile, History, and Proposed Organizational Chart with Staff Profiles (NOTE: No subcontracting of the City facility is allowed.)

Provide the following information:

- List your business name and business address, including telephone numbers, email address and website, if applicable.
- Indicate the year your business was established and type of business.
- Provide names and short bios of all managers and key personnel that will work at the complex if known.

Part 3 – Experience and Philosophy in Managing Adult Softball Complexes

Provide a complete list of all relevant experience, including complex names and locations.

Also include the following:

- Describe, in detail, how you have managed similar complexes and how you propose to manage this complex.
- Describe, in detail, your experience in providing and managing successful softball programs to the community and explain your plan for offering premier adult softball programs to the Edmond community.
- Describe, in detail your experience in providing and managing successful softball programs to the underserved areas of a community (low economic population, individuals with disabilities, senior citizen population, etc.).
- Describe, in detail, your relationship, certifications and current standing with the ASA, USSSA, and NSA.
- List of successful bids you have obtained for state and national level tournaments.

- List of vendors you have established accounts with (Nike, Adidas, Penn, Head, etc.).

Part 4 – References

Provide names and contact information of at least three (3) references, and have them confirm, in writing, evidence of your capacity to successfully develop, operate, and manage all aspects of softball complexes, softball programs, and services.

Part 5 – Financials

Provide your most recent financial statements, consisting of a balance sheet and income statement.

Part 6 – Miscellaneous

Provide any additional information that you feel is relevant to your submittal.

7. SUBMITTAL INSTRUCTIONS

All qualification proposals must be submitted via the City’s online bidding system. Respondents are required to register as a provider at <http://www.edmondok.com/> to submit a response and enable receipt of any necessary addenda or correspondence. Responses submitted AFTER the time set for receipt of proposals WILL NOT BE CONSIDERED.

Submittals shall be in the specific format prescribed herein, not contain promotional or display materials, and all material shall pertain to the requirements. Submitted responses are subject to release under the Oklahoma Open Records Act.

8. Non-Collusion Affidavit

The Non-Collusion affidavit is required and should be completed and uploaded as part of your electronic response to this RFQ using the online bidding system

All questions shall be submitted using the online bidding system. The last day to submit questions is October 15, 2019.

Schedule of Events:

RFQ Issued	September 18, 2019
Qualifications Due	October 22, 2019
Anticipated Date of Award	December 9, 2019
Anticipated Implementation	January 1, 2020