

Request for Proposals

Motorsports Facility *at* Prairie City State Vehicular Recreation Area

*Pre-Proposal Meeting
December 7, 2017*



Pre-Proposal Meeting Agenda

- A. Introductions
- B. Concessions Program Overview
- C. Park & Concession Overview
- D. RFP Process & Timeline
- E. Motorsports Facility RFP Requirements
- F. Q & A, Next Steps

A. Introductions

- Twin Cities District – (916) 985-8521
- Partnerships Office – (916) 653-7733
- Objectives of Pre-Proposal Meeting:

Provide Overview of Concession Opportunity

Review Proposal Process and Requirements

Visit www.parks.ca.gov/concessions → “Current Concession Opportunities”

B. Concessions Program Overview

- Concessions Program charge
- Develop/administer ~200 contracts throughout California
- Public Resources Code (PRC) §§ 5080.03, 5080.05, 5080.23 provides authorities and requirement to bid
- Concessions are to align with department's mission and enhance visitor experiences

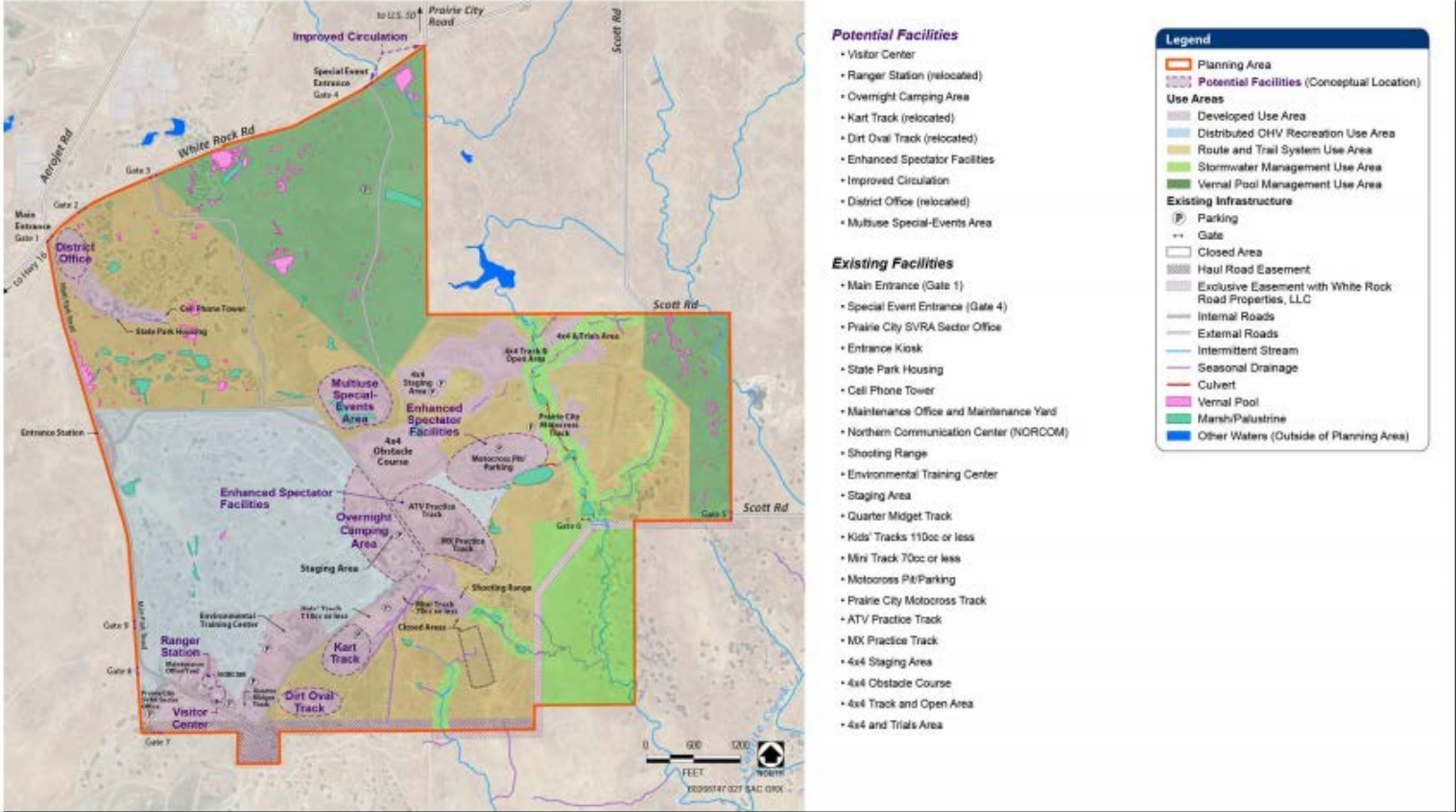
C. Park & Concession Overview

- Park General Plan approved September 2016
 - Multiple visitor serving concessions
 - Plans to develop overnight facilities and other spectator improvements
 - Close to urban centers
 - Home to the Hangtown Motocross Classic
 - Flat track racing is regionally popular



C. Park & Concession Overview, cont.

Prairie City SVRA's new General Plan documents: http://ohv.parks.ca.gov/?page_id=1221

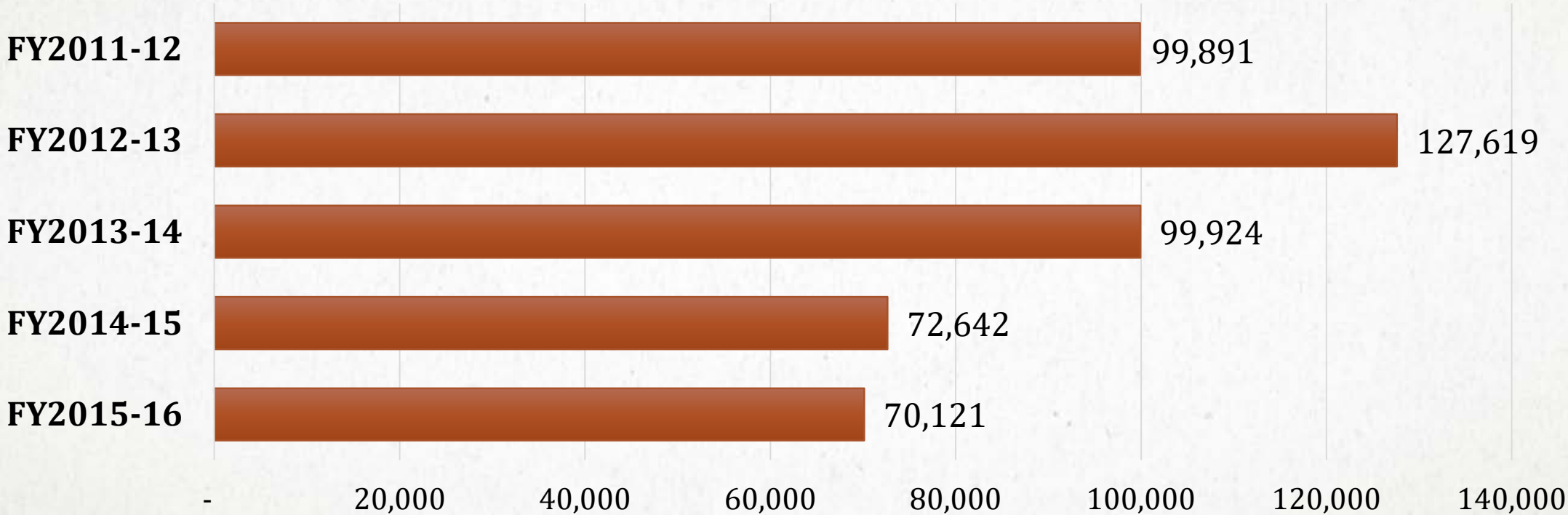


Source: Data provided by State Parks 2012 and adapted by AECOM in 2014

Figure 4-2. Potential Facilities

C. Park & Concession Overview, cont.

■ Park visitation over past 5 years*



* New visitor count methodology implemented in FY2012-13

C. Park & Concession Overview, cont.

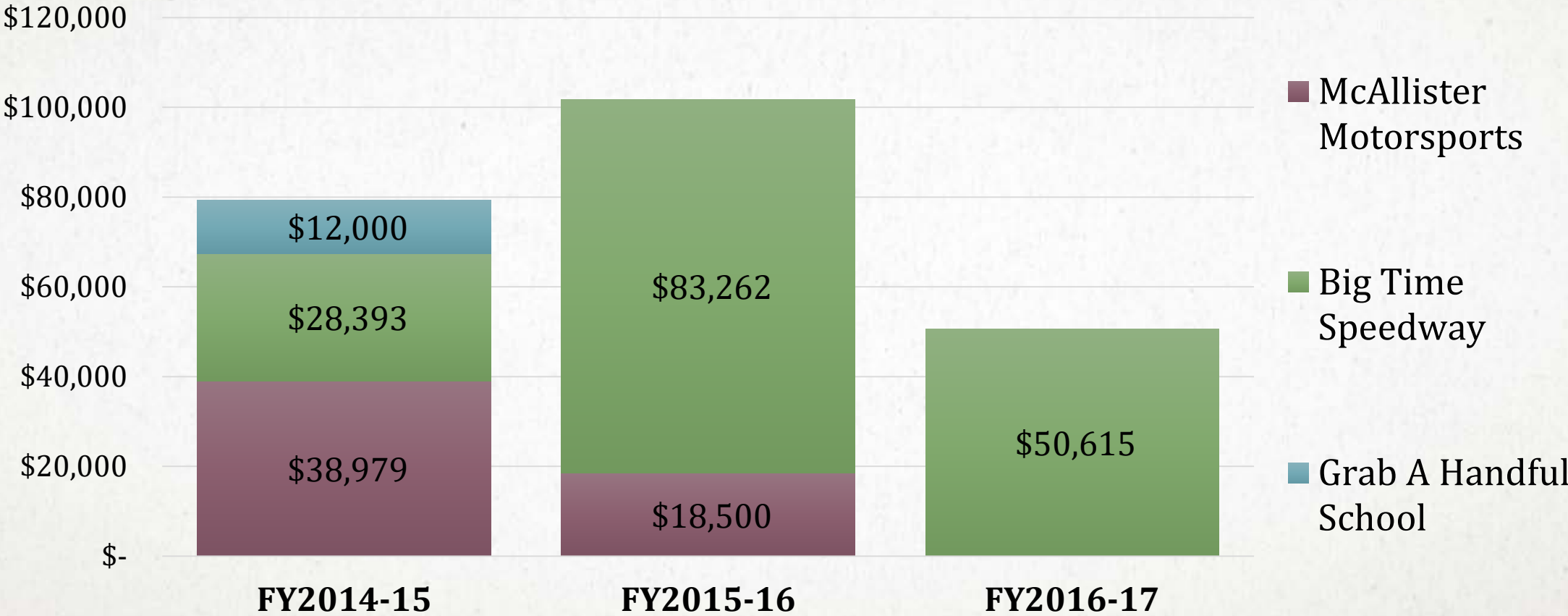
Other Park Concessions	Gross Receipts FY2014-15	Gross Receipts FY2013-14
Go-Kart Track	\$160,057	\$139,217
Motocross Track	\$204,390	\$234,670
Park Store	\$92,419	\$39,549

C. Park & Concession Overview, cont.

- Special Event annual gross receipts using concession premises:

Fiscal Year (FY)	Gross Receipts
FY2016-17	\$50,615
FY2015-16	\$101,762
FY2014-15	\$79,372

C. Park & Concession Overview, cont.



D. RFP Process & Timeline

We're here! ↓

RFP Development Phases	Phase 1 Pre-planning	Phase 2 Plan Concession	Phase 3 Project Review & Approval	Phase 4 RFP Development	Phase 5 Contract Execution
Duration 3.5 to 6 Months					

D. RFP Process & Timeline, cont.

Phase 4: RFP Development

- Bid Opportunity Opening: November 20, 2017
- Pre-Proposal Meeting: December 7, 2017
- Proposer Q&A Period: December 7 – December 31, 2017
- Opportunity Closing: January 15, 2018
- Target Award Date: February 5, 2018
- Award Protest Period: February 5, 2018 – February 15, 2018
- Contract Fully Executed: June 2018

E. Motorsports Facility

RFP Requirements

**Section 1:
Project Summary**

1.1 Goal & Objectives

- Concession needs to align with the missions of California State Parks, the Off-Highway Motor Vehicle Recreation Division and the park.

Objectives of RFP

- Develop, equip, manage, and maintain high-quality, reasonably priced track facilities and services for the public
- Promote and complement safe, enjoyable, and high-quality recreational experiences for all park visitors
- Provide compensation to California State Parks

1.2 General Information

- Park is located 20 miles from Sacramento off U.S. highway 50.
- Multi-use OHV facility
- Unique history: gold mining, rocket engine testing
- Grassland, oak woodland and riparian habitats
- McGills Cycle Park in early 1970's, Sacramento County park 1975-1988
- Peak season visitation from September – April

1.3 Concession Contract Summary

- Contract Term: Five (5) years with the State's option to extend for up to five (5) additional years
- Minimum Annual Rent : the greater of \$10,000 or 10% of gross receipts
- Open for business at least 120 days annually for a minimum of four (4) hours per day. Schedule can be modified upon State approval.
- Provide an Operation Plan and maintain premises in good condition.
- Provide accessible services following Americans with Disabilities Act guidelines.
- Provide a safe, responsible and lawful environment for practice and competition.

1.3 Concession Contract Summary, cont.

- Provide a performance bond of \$10,000
- Pay taxes
- Provide insurance
- Obtain applicable permits
- Follow federal, state and local laws
- Be a good partner!

Motorsports Facility

Section 2: The RFP Process

2.1 Proposal Process

- Timeline & key dates
- Submit written RFP content questions to:
California Department of Parks and Recreation
Partnerships Office
1416 9th Street, Room 1442-7
Sacramento, CA 95814
Attn: Kevin White

E-mail: kevin.white@parks.ca.gov

cc: jared.zucker@parks.ca.gov

Fax: (916) 657-1856

***** Written questions due: December 17, 2017*****

Note: Proposals become property of the State; proposers must denote copyrighted, proprietary, or other confidential information.

2.1 Proposal Process, cont.

- Proposals must include:
 - ✓ Proposal bond: \$5,000
 - ✓ 1 original proposal and 6 copies
- Submit Proposals to:

California Department of Parks and Recreation
Partnerships Office
1416 9th Street, Room 1431
Sacramento, CA 95814
Attn: Kevin White

***** Proposals Due: 2:00 PM on January 15, 2018*****

2.2 Evaluation Process

- Verify completeness and information
- Seek clarification
- Rate proposals
- Convene Award Board
- Notice intent to award contract
- Protest Period (10 days from contract award notice)
- Award contract

2.3 Contract Execution

- Prepare final contract for department review
- Present contract for concessionaire signature
 - Collect performance bond and insurance
- Obtain District Superintendent's signature
- Obtain control agency approvals
- Contract fully executed

Note: Concessionaire must sign contract within 30-days of receipt or State may treat as refusal to execute and collect proposal bond.

Motorsports Facility

Section 3: The Proposal

3.1 Instructions

I. Proposer Information

- Individual & business information
- Financial capability & credit

II. Proposal Information

- Operation Plan – Address every section
- Rental Offer – Bid minimum rent AND percentage
- Concession Feasibility – Complete Pro Forma

3.1 Instructions, cont.

III. Proposal Summary

- Summarize qualifications and operation in 250 words

IV. Certification of Proper Information

- Compliance and authorizations

V. Privacy Notice

3.2 Proposal Evaluation Criteria

Proposal Scoring

Incumbent Preference:	5 points
Small Business Preference:	5 points
Experience:	20 points
Operation Plan:	35 points
Interpretive Plan:	5 points
Rental Offer:	30 points

Rental Offer Scoring

Rental Guarantee:

(Bid amount) minus (Guaranteed rent [\$10,000]) divided by
(Highest bid amount) minus (Guaranteed rent [\$10,000]) x 15 points = ___ points

Percentage of Gross Sales:

(Bid amount) divided by (Highest bid amount) x 15 points = ___ points

3.3 Proposal Evaluation Sheet

3 Evaluation Levels

1. Compliance with RFP Requirements
 - Pass/Disqualify
2. Rent Proposed, Credit & Ability to Finance
 - Pass/Disqualify
3. Proposal Evaluation
 - Out of 100

Note: The entire proposal is disqualified if the Concession Feasibility category scores a “Fail”.

3.4 Concession Proposal, DPR 398

Request a Concession Proposal form (DPR 398) by contacting:

Kevin White

Kevin.white@parks.ca.gov

(916) 654-8924

Your contact information will be requested to provide follow-up information about the RFP

Motorsports Facility

Sample Contract

Notes about Sample Contract Terms

- Condition of Premises – “As-is”
- Rent and rent reporting
 - DPR 54 - Report of Concessionaire Rents due the 15th of each month
 - Consumer Price Index adjustment in contract year 6
- Use of Premises – Follow the contract
- No alcohol – Unless permitted through special event permit
- Bonds and insurance must be current at all times
- Annual Reporting
 - DPR 86 - Concessionaire Annual Financial Statement
- Annual Performance Evaluations

Q & A (limited to process questions)

Next Steps

- Request DPR 398 – Proposer Questionnaire
- Tour park location
- Submit questions during RFP Q & A Period by **December 17, 2017**
- Submit complete proposal by **2:00 PM on January 15, 2018**