

REQUEST FOR PROPOSALS

Request for Outdoor Programming Proposals

**Hemlock Overlook Regional Park
13220 Yates Ford Road
Clifton, VA 20124**



**5400 Ox Road
Fairfax Station, VA 22039**

October 6, 2021



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13220 Yates Ford Road
Clifton, VA 20124**

- NOVA Parks is requesting proposals for qualified entities to provide an outdoor programming plan for Hemlock Overlook Regional Park.
- Sealed proposals for services can be mailed to NOVA Parks Headquarters located at 5400 Ox Road, Fairfax Station VA 22039 and must be received no later than 2:00 pm EST, Monday, November 1st, 2021. Proposals must be clearly marked “RFP – Request for Outdoor Programming Proposals.” Proposals may also be e-mailed to brussian@nvrpa.org by the same date and time listed above.
- Any questions about the request for proposals must be submitted in writing by e-mail to Park Operations Superintendent, Blythe Russian. All questions must be submitted no later than October 15th, 2021.

Introduction and Background

NOVA Parks (Northern Virginia Regional Park Authority) is both a leader in conservation and one of the most innovative park agencies in the nation. An independent governmental organization with 33 parks, and more than 12,200 acres in the suburbs of Northern Virginia, NOVA Parks operates public parks in Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church, and the City of Fairfax.

Scope of Request

NOVA Park invites proposals from qualified individuals or organizations to provide outdoor programming at Hemlock Overlook Regional Park in Clifton, Virginia.

Hemlock Overlook Regional Park is an experiential and outdoor learning center located within 5,000 acres of Regional Park land along the western border of Fairfax, Virginia. The center is rich in regional Civil War history along the banks of the Bull Run.

For the past 33 years, NOVA Parks has leased use of this property to George Mason University (for 23 years) and Adventure Links (10 years) to provide outdoor environmental education programming. NOVA Parks has determined that continuing to provide some level of seasonal outdoor educational and recreation experiences would be a valuable asset to the citizens of Northern Virginia and is a unique regional experience that falls within the mission of NOVA Parks.

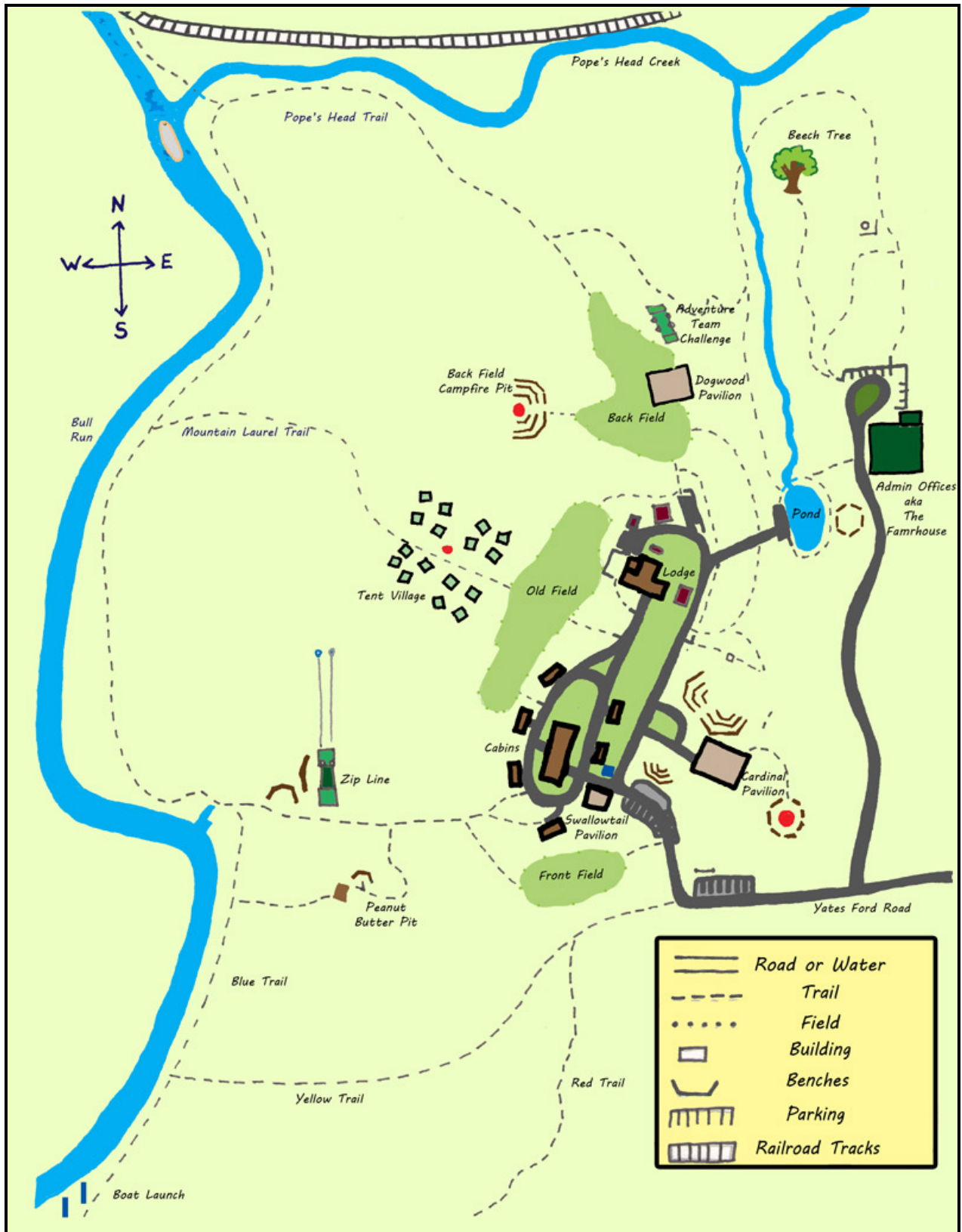
Proposals should offer a unique programming model with opportunities for activities such as camps, programs, and other outdoor experiences to public and private groups or organizations with prebooked reservations. Proposals should not include general daily public use. Proposals should focus on use of outdoor space, group shelters. While the site does have some infrastructure in place including restroom facilities other amenities such as the dorms and lodge will require additional maintenance and upkeep at the proposer's expense. The use of any existing challenge elements or zip line will require industry standard maintenance, inspections, and certifications obtained and managed by the proposer. For the purposes of the request these elements may be excluded from submissions.

The facility is comprised of the following features:

- 6 dorms that can house up to 24 people*
- 3 group shelters
- Lodge (100 person seated capacity) with full kitchen*
- Bath house with sinks, toilets, and showers
- Storage sheds
- Outdoor amphitheater areas
- Open Field space
- Water access
- Trail network and connection to the Bull Run/Occoquan Trail
- Challenge course elements and zipline*
- Farmhouse with kitchen and office space*

*Dorms, lodge w/ kitchen, Farmhouse, and challenge elements may require significant investment and associated inspections and training for use.

For more information about NOVA Parks and Hemlock Overlook Regional Park is available at www.novaparks.com.



Project Description

Proposals shall outline programming plan for 2022 season at Hemlock Overlook Regional Park. Proposal may also include program plans for subsequent years to be considered. Programming plan should focus on outdoor programming to include, but not limited to outdoor environmental education, standards of learning school programming, meaningful watershed experience programs, summer day camps, and other similar programming. Proposal shall also make revenue share recommendations for use of the park and facilities.

Any facility use or program will be at the proposer's responsibility to ensure all standards are met.

Proposal Timeline

RFP Release	October 6, 2021
Proposals Due	November 1, 2021
Selection of top proposal	November 12, 2021
Agreement Finalized	December 3, 2021
Programming to Begin	March 1, 2022

General Proposal Information

As required by Virginia Public Procurement Act, Northern Virginia Regional Park Authority (NOVA Parks) is requesting competitive sealed proposals for the services outlined. **NOVA PARKS RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AND TO WAIVE ANY TECHNICALITIES AT ITS OPTION WHEN IN THE BEST INTEREST OF NOVA PARKS.**

Questions about the RFP

Any questions about the RFP must be submitted in writing by e-mail to Blythe Russian, Park Operations Superintendent, brussian@nvrpa.org. All questions must be submitted no later than October 15th, 2021. Please reference the specific section that is the subject of your question. NOVA Parks will respond to each question in writing. Questions submitted after the above deadline may not be answered.

Selection and Award Process

Based on the results of the preliminary evaluation of the proposals received, the highest rated vendor(s) may be asked by NOVA Parks to make a virtual (or in-person) presentation to a selection committee.

NOVA Parks will select the top-rated proposal and then enter into negotiations, in an effort to arrive at a mutually acceptable agreement and contract. In the event the negotiations are successful, a contract will be offered in accordance with NOVA Parks contracting procedures.

The award of contract may be made to the responsible vendor whose proposal is most advantageous to NOVA Parks, taking into account the minimum requirements and the evaluation criteria for the proposals. The award of a contract will be made based upon criteria which does not just include price.

Evaluation Criteria

NOVA Parks shall use the following criteria to evaluate the proposals:

- Benefit and impact of the proposal to the members of the public and to NOVA Parks.
- Consistency of the proposal with NOVA Parks' and Hemlock's mission.
- Cost, life-cycle costs and revenue stream to NOVA Parks offered.
- Outline of proposed program schedule.
- Responding firm or individual's experience in providing quality outdoor programming and camps
- Specific qualifications of the primary staff who will manage, supervise, and provide services, including past experience.
- References

Proposal Submittal

Proposal Submittal shall include:

- Name and address of firm submitting the proposal to include:
 - Main office address, when organized, main point of contact, email, and phone number.
- Company Background and Statement of Qualifications
 - Provide a statement of qualifications indicating ability to fulfill the scope of the RFP and understanding of NOVA Parks' requirements.
- A list of the key staff with resumes that provides their background and expertise that will work on this project and what role they will be playing. Please include:
 - Number of full and part time personnel and proposed salaries
- Proposed Program and Implementation Schedule to include but not limited to:
 - Times & Days of Operation
 - Range of fees, including pricing for students, senior citizens, citizens in NOVA Parks' jurisdictions, etc.
 - Expected daily visitation maximums
 - Expected annual visitation
 - Descriptions of proposed interpretive, educational, and summer camp programs
 - Potential partnerships with other organizations
- Proposed Use of Facilities
- Client References- list a minimum of (3) client references. Please include the organization's name, address, contact person, email address, phone number and a brief description of the service.
- Cost Proposal/Fee Proposal- proposed payments to NOVA Parks as a percentage of gross revenues generated, flat fee, etc.
- Other Requirements-list any requirements outside of the normal scope of work that will be required by the offeror or NOVA Parks.

Instructions to Offerors

AMENDMENT OF REQUEST FOR PROPOSALS: The Offeror shall acknowledge receipt of a request for proposals amendment by signing and returning the document by the specified due date and time.

FAMILIARIZATION WITH SCOPE OF WORK: Before submitting a proposal, each offeror shall familiarize him/herself with the scope of work outlined in the request for proposals, laws, regulations, and other factors affecting contract performance. The contractor shall be responsible for fully understanding the requirements of the subsequent Contract, and otherwise satisfy him/herself as to the expense and difficulties accompanying the fulfillment of contract requirements. The submission of a proposal will constitute a representation of compliance by the Offeror. There will be no subsequent financial adjustment, other than that provided by the subsequent Contract, for lack of such familiarization.

Preparation of Proposal

- The proposal shall be signed by a person authorized to submit an offer. An authorized signature shall constitute an irrevocable offer to sell the goods and/or service specified herein. Offeror shall submit any additional requested documentation, signifying intent to be bound by the terms of the agreement.
- It is the responsibility of all offerors to examine the entire request for proposals package and seek clarification of any requirement that may not be clear, and to check all responses for accuracy before submitting a proposal. Negligence in preparing a proposal confers no right of withdrawal after due date and time.
- NOVA Parks will not reimburse the cost of developing, presenting, submitting, or providing any response to this solicitation.
- Offeror must list any subcontractors to be utilized in the performance of the services specified herein. For each subcontractor, details on respective qualifications must be included.

Proposal Format and Requirements

An original and (2) copies of the proposal should be submitted along with the Form of Proposal if mailed. The sections of the submittal should be clearly identifiable and should include the form of proposal and all proposal submittal information outlined in this request.

Failure to include the requested information may have a negative impact on the evaluation of the offeror's proposal.

General Terms and Public Record

All proposals submitted in response to this request for proposals shall become the property of NOVA Parks and shall become a matter of public record available for review subsequent to the award notification.

Confidential Information

Any confidential information submitted should be marked as such. NOVA Parks is obligated to abide by all public information laws. If an Offeror believes that any portion of a proposal, offer, specification, or correspondence contains information that should be withheld, a statement advising of this fact should accompany the submission, and the information shall be so identified wherever it appears. NOVA Parks shall review all requests for confidentiality and may provide a written determination to designate specified documents “confidential” or the request may be denied. Price is not confidential and will not be withheld.

If the confidential request is denied, such information shall be disclosed as public information, unless the offeror submits a formal written objection.

Certification

By signature on the Form of Proposal and accompanying the submittal documents, Offeror certifies:

- The submission of the offer did not involve collusion or other anti-competitive practices.
- The Offeror shall not discriminate against any employee or applicant for employment in violation of Federal or State law.
 - The Offeror has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, meal or service to a public servant in connection with the submitted offer.
 - The Offeror hereby certifies that the individual signing the submittal is an authorized agent for the Offeror and has the authority to bind the Offeror to the Contract.

Where to Submit Proposals

In order to be considered, the Offeror must complete and submit his/her proposal by mail to NOVA Parks Headquarters located at 5400 Ox Road, Fairfax Station, Virginia 22039 no later than 2:00 pm Monday, November 1, 2021, or by e-mail to brussian@nvrpa.org the same date and time listed above.

Late Proposal

Late proposals will be rejected.

Withdrawal of Proposal

At any time prior to the specified solicitation due date and time, an offeror may formally withdraw the proposal by written letter or e-mail, from the Offeror or a designated representative. Verbal withdrawals shall not be considered.

Discussions

NOVA Parks reserves the right to conduct discussions with offerors for the purpose of eliminating minor irregularities, informalities, or apparent clerical mistakes in the proposal, in order to clarify an offer and assure full understanding of, and responsiveness to, solicitation requirements.

Proposal Results

The name(s) of the successful contractor will be available upon request.

FORM OF PROPOSAL
(Please Complete and Return with Proposal)

Request for Outdoor Programming Proposals
for
Hemlock Overlook Regional Park
13220 Yates Ford Road
Clifton, VA 20124

In accordance with the following and in compliance with all terms and conditions, unless otherwise noted, the undersigned offers and agrees, if the proposal is accepted, to furnish items and services for which prices are quoted.

Company Name: _____

Address of Bidder: _____

Main Point of Contact Name: _____

Telephone: _____ E-mail: _____

Signature: _____ Date: _____
_____ (Print)

Please remit the following:

- Form of Proposal
- Detailed proposal submittal information

To: Blythe Russian, Park Operations Superintendent
NOVA Parks
5400 Ox Road
Fairfax Station, Virginia 22039
(703) 352-5900