

REQUEST FOR PROPOSALS

Timed Reservations and Point of Sale System Climb Upton Destination Attraction

Upton Hill Regional Park
Arlington, Virginia



5400 Ox Road
Fairfax Station, Virginia 22039

February 22nd, 2021

NOTICE

REQUEST FOR PROPOSALS



Timed Reservations and Point of Sale System Climb Upton Destination Attraction

February 22nd, 2021

- The Northern Virginia Regional Park Authority (NOVA Parks) is requesting proposals for a Timed Reservations and Point of Sale System for Climb Upton Destination Attraction.
- Sealed proposals for services must be received at the NOVA Parks Headquarters located at 5400 Ox Road, Fairfax Station VA 22039, no later than 2:00 pm EST, Monday, March 12, 2021. Proposals must be clearly marked "RFP – Timed Reservations and Point of Sale System – Upton Hill." Attention Blythe Russian.
- Any questions about the request for proposals must be submitted in writing by e-mail to Park Operations Superintendent, Blythe Russian, at brussian@nvrpa.org. All questions must be submitted no later than March 5, 2021.

Proposal Timeline

RFP Release	February 22, 2021
Final Proposals due	March 12, 2021
Interview Schedule/ Demonstrations	Week of March 29, 2021
Selection of top proposal	End of March 2021
Implementation to begin	April 2021

Introduction and Background

The Northern Virginia Regional Park Authority (NOVA Parks) is a governmental agency supported by six local government member jurisdictions. In the late 1950s, the Northern Virginia Planning District Commission and a group of citizens from several local jurisdictions came together to protect Northern Virginia's rich heritage of woods, meadows, lakes, and streams from the threat of suburban sprawl. These citizens, working with their local governments – Fairfax County, Arlington County, and the City of Falls Church - organized under the Virginia Park Authorities Act in 1959 as the Northern Virginia Regional Park Authority.

Today, NOVA Parks represents three counties and three cities - Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church, and the City of Fairfax. NOVA Parks staff, volunteer Board members appointed from each jurisdiction and many friends of NOVA Parks working together, have preserved more than 12,200 acres within 33 regional park sites.

Summary of Project

NOVA Park invites proposals from qualified individuals or organizations to provide an integrated, Web Based Reservations and Point of Sale solution for a new high ropes course attraction and associated retail, events, and programs. This new park attraction is being built in the spring of 2021 and opens in the summer of 2021 in Arlington, Virginia.

The new Climb Upton aerial ropes course attraction will be located within Upton Hill Regional Park. The 27-acre park includes wooded open space, water park, batting cage and miniature golf course. Additional information about NOVA Parks and Upton Hill Regional Park can be found at NOVAParks.com.

The 90-element climbing structure will provide 3 levels of obstacles, a viewing deck, unique themed elements including a “free fall” feature and multiple ziplines contained within the structure. Elements will offer varying levels of difficulty with no set course allowing guests to explore the park at their own pace and comfort level. The climbing system allows guests to remain continuously attached to a safety cable at all times. The focus will be on daily admissions with opportunities to offer unique experiences, events, fitness and wellness programs, family fun, birthday parties, group outings and team building activities. NOVA Parks reserves the right to include additional peripheral businesses in this solution to include Ocean Dunes Waterpark (point of sale, swim lesson reservations, birthday party reservations, retail and annual waterpark passes) and Ocean Dunes Mini Golf and Batting Cages (point of sale, birthday parties, and retail).

Software Specifications

- NOVA Parks is seeking an easy-to-use online reservation and point of sale system that offers:
 - Web or cloud- based system that can be accessed from anywhere using any kind of computing equipment.
 - Data storage and retrieval done using cloud-based service.
 - Easy to manage and customizable calendar view.
 - Display of real-time availability of booked and open reservations both on the front-end and to staff.
 - Ability to display availability of reservations and to block certain times and reservations as needed.
 - Although not required the opportunity for NOVA Parks to select the payment gateway for credit card purchases.
 - Timed Reservation Online and In-Person Signup and Payment Options.
 - Bookings that can be made from a computer or mobile device with customer and staff having the ability to make changes to reservations.
 - Integrated Customer Waivers:
 - Ability to import waivers, connect signed waivers to reservations and clients and be able to be seen and verified with a reservation. Waivers should be able to be filled out in advance and submitted online at the time of an online booking via desktop, tablet, or mobile device or an on-site kiosk.
 - Waivers for minor should be able to be completed at the same time as the parent/guardian is completing their own waiver. One Adult should be able to add multiple children under their account and complete the waiver for all minors in the family at one time.
 - Waivers must be retained in Cloud storage for a minimum amount of time to be determined.
 - The waiver system should assign and verify participants to ensure each is valid. (specify if there is an auto reject option)
 - Marketing and Promotional Functionality.
 - Ability to send automatic notifications, reminders and follow up messaging to clients via e-mail or text.
 - Ability to post real time operating status.
 - Ability to create promotional and discount codes with expiration and date specific information.
 - The ability to provide standard and seasonal pricing, discount options for groups, special one-time or reoccurring promotional offers and hourly rates or package options.
 - Ability to import purchases or codes from third party vendors such as Groupon, LivingSocial, or other discount sites.
 - Ability to sell and market through third party channels and booking sites.
 - Automatic abandoned cart remarketing.
 - Ability to send review request emails.

- Customer Database Management.
 - System should be able to integrate customer database into an e-mail service to market and promote the site.
 - Ability to maintain comprehensive, up-to-date customer and participants database including client contact information, booking and purchase history.
- Daily Point of Sale Operations and Inventory Management
 - System must maintain product inventory with SKU numbers, item descriptions and real-time inventory levels.
- System should include on-site point of sale hardware requirements, recommendations for swipe-and-pay, cash drawer, and receipt printer hardware and should have the capability to accept Apple and Android Pay platforms. An option to offer on-site kiosk interfaces for customers would be considered with these interfaces capable of assisting with real-time, on-site reservations and waiver signing.
- Rainchecks. Ability to issue and maintain within the system rain checks.
- Gift Certificates/Gift Cards (Electronic and Printable). Templates to email or print gift certificates to send to customers.
- Ability to collect and report sales tax being collected. Ability to have both taxable and non-taxable items.
- Ability to provide “Add-On” services during reservation process.
- Accounting and Reporting Requirements.
 - Daily usage and financial reporting
 - Daily reporting that shows reservations, check-ins and activities for any given day including previous days operations.
 - Reporting capabilities on facility usage and daily reconciliation of deposits with robust financial reporting.
 - Report output in multiple formats.
 - Multiple terminals (2) consolidate to single daily reports.
 - System must have the ability to transfer data to Microsoft Dynamic Great Plain semi-automatically or automatically. Excel download capability.
 - System should allow for multiple General Ledger accounts and have the ability to group GL accounts for reporting purposes.
 - Reports must clearly match daily deposits and any fees to bank statements.
 - Report that reconciles daily deposits made by credit card processor to POS system sales, less any fees, totaling to total deposit amount.
- Point of Sale and devices should be able to accept chip-enabled credit and debit cards.
- Touch screen capable. (preferred, not required)
- CPU, Tablet, Mobile Functionality.
- Real Time Inventory Functionality.
- Promotes PCI compliance.
- Defined payment types (cash, credit card, gift card, rain checks, coupons, discounts)

- EMV technology, software and devices should include the latest authentication and encryption.
- Installation, Training, and Ongoing Support. (Live online or phone support during normal operating hours)

GENERAL PROPOSAL INFORMATION

As required by Virginia Public Procurement Act, the 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, at brussian@nvrpa.org. All questions must be submitted no later than March 5, 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 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

- Offeror's relevant experience and qualifications related to reservation and point of sale solutions.
- Offeror's current and past performance based on reference reviews.
- Ability of solution to meet the needs of Climb Upton Ropes Course attraction.
- Recommended equipment platform.
- Proposed Cost. (implementation and on-going costs and support)
- Integration into NOVA Parks' accounting requirements.
- Customer Support, Training and Maintenance.

EVALUATION CRITERIA (Cont.)

- Implementation Schedule

PROPOSAL SUBMITTAL

- Company Background and Statement of Qualifications
 - Provide a statement of qualifications indicating ability to fulfill the scope of the RFP.
- Proposed Software and Basic Requirements
 - Provide a detailed description of the proposed software and its functionality as it relates to RFP requirements.
- Implementation and Training
 - Personnel assigned to project.
 - Implementation strategies, training or help tools.
 - Any third-party vendors associated with aspects of the proposal.
 - Provide an estimated timeline for implementation after contract is signed.
 - Explain the requirements of NOVA Parks with regards to this timeline.
 - Provide an overview of staff training strategy, specifying how and when the training is to be delivered.
- Maintenance, Support and Warranty
 - Specify the type and degree of support provided for the proposed software, including:
 - Support service hours, availability, type of support.
 - Support staff size.
 - Software upgrade support.
 - Timeliness of upgrades.
 - Determination process of future releases and training.
 - Detail the level and frequency of software maintenance and upgrades performed by the solution provider.
 - Specify software warranty over duration of contract.
- Cost and Payout Proposal
 - Provide a detailed, itemized list of proposed software costs, including licensing fees, installation, maintenance, upgrades, client support, and training.
 - Provide a cost per user as well as a cost for an unlimited user site license for software. Costs for both options must be included in the proposal.
 - Provide a detailed, itemized list of required hardware costs and equipment specifics for (2) workstations.
 - Include any discounts that may be applied for the purchase of a specified number of licenses.
 - Define all fees associated with Internet/e-commerce pricing as it relates to online facility reservation. Please outline your fee structure per online transaction, how credit and revenue is remitted to NOVA Parks, and vendor fees or related charges that are applied and the method by which the fees are deducted and deposited into a separate vendor account. Also include any capabilities to produce customized reports or data from online sales/transactions.
 - Payout methods, schedule, and parameters

- Client References
 - List a minimum of three client references similar to Climb Upton (or other timed reservation businesses) where your company has performed similar work. Include the organization's name, address, contact person, email address, phone number and the installation date and type of Solution implemented.
- Other Requirements
 - List the basic hardware requirements outside of the normal scope such as CPU(s), cash drawers, receipt printers, scanners, and bar code printers that may require replacement.
 - List the companies your system can interface with regarding Credit Card payments.
 - List ability to integrate with Microsoft Dynamics Great Plains with cost center accounting.

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 the 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.
- The sections of the submittal should be clearly identifiable and should include a minimum of the following sections:
 - Company Background and Statement of Qualifications
 - Proposed Software and Basic Requirements
 - Implementation and Training
 - Maintenance, Support and Warranty
 - Cost and Payout Proposal
 - Client References
 - Other Requirements

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 Offer or cover letter 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.

Certification (Cont.)

- 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 to NOVA Parks Headquarters at the location and manner indicated, prior to, or at the exact date and time indicated on the Notice of Request for Proposals page.

Late Proposal

- Late proposals will be rejected.

Offer and Acceptance Period

- In order to allow for an adequate evaluation, NOVA Parks requires an offer in response to this solicitation to be valid and irrevocable for ninety (90) days after the proposal due date and time.

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.

NOVA Parks

Request for Proposal: Climb Upton Timed Reservations and Point of Sale System

Offer and Submission Form- Page 1 of 1

Company Name: _____ Contact Name: _____

Address: _____

Phone Number: _____ Years in Business: _____

E-mail Address: _____

- **Company Background and Statement of Qualifications** – please attach.
- **Proposed Software and Basic Requirements**- please attach.
- **Implementation and Training Plan**- please attach.
- **Maintenance, Support and Warranty Specifications**- please attach.
- **Cost and Payout Proposal**- please attach.
- **Client References from similar work** – please attach.
- **Other Requirements**- please attach.

Submitted by: _____

Printed Name

Signature

Phone Number: _____ Email _____

Sample Image of Similar Facilities

