



**CITY OF PAGE**

**REQUEST FOR PROPOSAL**

**PUBLIC/PRIVATE PARTNERSHIP SERVICES  
FOR  
THE VERMILLION CLIFFS ARENA AND CORRALS**

**CONTACT PERSON:**

**Tim Suan**

**Community Development Director**

**Community Development Department**

**928.645.4261**

**[tsuan@pageaz.gov](mailto:tsuan@pageaz.gov)**

**ISSUED:**

**NOVEMBER 4, 2020**

**LAST DAY FOR INQUIRIES:**

**NOVEMBER 18, 2020 at 5:30 PM**

**RFP DUE DATE:**

**NOVEMBER 24, 2020 at 4:30 PM**

## SECTION 1: INTRODUCTION AND BACKGROUND

The City of Page is seeking proposals for a Public/Private Partnership or other viable arrangement for management and operation of the Vermillion Cliffs Arena and Corrals. Proposals may also allow for the proposer to lease and/or purchase the facilities.

The individual or company should have demonstrated experience and knowledge of stabling equestrians, as well as staging rodeos and other related activities.

Proposals should include a plan to operate and maintain the Vermillion Cliffs Arena and Corrals in a manner most beneficial to the City and the public. Services should include those identified in the Scope of Services in Section 2, including but not limited to full-cycle management of arena activities and facilities including the rental corrals, coordination and management of equestrian and appropriate peripheral events, and overall property management, operation and maintenance. The City encourages proposals that include a creative vision and plans for an optimal use of the property, for proposed property improvements, and/or for producing types of events not previously hosted in this area to engage the local community, increase the visitor presence, and improve the entertainment experience in Page.

The Vermillion Cliffs Arena and Corrals is owned and currently operated by the City of Page. This 29-acre property includes approximately 50 corrals and 8 stalls that are utilized for both monthly rentals and short-term boarding. The property has one arena, two round-pens, two storage sheds, existing infrastructure for water and electricity access, and substantial open space for parking, special events, and expansion of facilities.

The corrals vary in size and amenities such as awnings and sheds. The corral rentals generated close to \$60,000 in rents and fees in the last fiscal year, and are currently leased at approximately 75% capacity. The arena has hosted an annual average of two events in recent years.

The City will select and negotiate with those proposers whose submittals are responsive to this RFP and are in the best interest of the City. Any documents submitted in response to this RFP must provide sufficient detail and information to allow a complete evaluation of its merit. The instructions contained herein should be followed for submittals to be considered responsive to this RFP. The City reserves the right to cancel this solicitation at any time.



## **SECTION 2: SCOPE OF SERVICES**

Proposals must include at a minimum a plan for the full-cycle management of existing daily operations, arena activities, and special events, as follows:

- Full-cycle management of activities and facilities including corrals, stalls, and arena
  - Scheduling, coordination, and preparation for arena activities
  - Operation of corral rentals and equestrian boarding
  - Administration of all leasing duties and collection of all rents and fees
  - Communications with City staff and arena patrons
  - Conflict resolution as needed
- Scheduling, coordination, and management of equestrian and other peripheral events
- Maintenance and operation of property, grounds, and structures, including cleaning, repairs, and waste disposal

**Special consideration will be given to the inclusion of an innovative vision for an optimal use of the property, for proposed property improvements, and/or for creative short-term and future plans to produce new equestrian and other appropriate events that are not currently hosted in this area, to engage the local public and draw visitors both to the arena and to the City of Page.**

### SECTION 3: EVALUATION AND SELECTION CRITERIA

Submittals will be evaluated based on the criteria set forth herein including but not limited to qualifications, demonstrated past performance, availability, quality of submittal, and ability to meet City needs and requirements.

Submittals will be scored using the following specific criteria with a maximum possible of 100 points.

Demonstrated experience with management of similar operations	20
Demonstrated experience with production of similar events	20
Ability to provide services as proposed	20
Innovative vision to benefit the local public, increase the visitor presence, and improve the entertainment experience in Page	20
Amount of resources required of the City	10
Creativity of the proposal	10
<b>TOTAL:</b>	<b>100</b>

Submittals will be evaluated by a Selection Committee comprised of representatives of the City of Page. The City may conduct interviews as part of the evaluation process. Final approval to award the contract will be determined by Page City Council.

The City reserves the right to solicit additional information from any and all proposers and will be the sole judge of the merits of the proposals received. The City reserves the right to waive any informalities in the submittals, whether technical or substantial in nature, and to negotiate with any and all proposers. The City reserves the right to reject any and all submittals if it is deemed in the best interest of the City.

**Acceptance of Evaluation Methodology.** *By submitting its qualifications in response to this RFP, proposer acknowledges and accepts the evaluation process, the established criteria, and that determination of the "most qualified" proposer will require subjective judgments by the City.*

## **SECTION 4: SUBMITTAL REQUIREMENTS, SCHEDULE, AND PROCESS**

Interested candidates should submit a proposal responsive to the required and desired services as outlined in this RFP. Submittals are limited to 15 pages and should include the following:

1. Statement of Qualifications: Experience of the person or company to provide the requested services.
2. References: A statement including a list of three professional references and contact information.
3. Response to the Scope of Work: Information responsive to the specific requested services.
4. Vision: A presentation including a narrative, relevant timelines, and any visual representations outlining the person or company's vision for use of the property, any proposed property improvements, and the production of events to draw the local public and visitors.

To be responsive, one hard copy and one digital copy (PDF format on USB flash drive) of the submittal must be received no later than 4:30 p.m. on November 24, 2020 at:

Page City Hall  
Attn: Kim Larson, City Clerk  
P.O. Box 1180  
697 Vista Avenue  
Page, AZ 86040

Submittals shall be sealed and labeled as "Response to RFP for Vermillion Cliffs". The City is not responsible for any submittal not properly addressed or identified. Faxed or emailed submittals will not be accepted. Any submittal received after the deadline shall not be returned and will become the property of the City of Page.

Submittals will be opened publicly at 4:30 p.m. on November 24, 2020. Only the names of the proposers will be read aloud at that time.

### **TIMELINES**

Submittals are due November 24, 2020.

Top candidates may be interviewed at City's discretion during the week of November 30, 2020.

Dates are subject to change.

### **CONTACT WITH THE CITY OF PAGE**

All proposers interested in this project (including employees, representatives, agents, lobbyists, attorneys, and sub-consultants) will refrain, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process. This policy is intended to protect the integrity of the selection process and assure that contract decisions are made in public.

## **QUESTIONS**

If information of a material matter is provided in response to any correspondence or question or if a clarification is issued by the City, a copy of the questions and answers will be provided to all prospective respondents who have requested a copy of the Request for Proposal. This response shall serve as an addendum to the advertised call for proposal. Questions may be directed in writing to the City of Page, Attn: Tim Suan, Community Development Director, P.O. Box 1180, 697 Vista Avenue, Page AZ 86040 or [tsuan@pageaz.gov](mailto:tsuan@pageaz.gov), with "Response to RFP for Vermillion Cliffs" in the subject line.

## **AWARD OF CONTRACT:**

Final approval to award the contract will be determined by Page City Council. The City will conduct negotiations with the chosen candidate. The contract negotiations shall include consideration of compensation and other contract terms that the City determines to be fair and reasonable to the City. If the City is unsuccessful in negotiating a contract with the best qualified candidate, the City may then negotiate with the next most qualified candidate until a contract is executed, or may decide to terminate the selection process.

No binding contract will exist between the candidate and the City until the City executes a written contract.

## **RIGHTS OF THE CITY OF PAGE**

The City of Page may cancel this RFP, reject in whole or in part any or all submittals or proposals, or determine not to enter into one or more of the multiple contracts as specified in the solicitation if the City determines in its absolute and sole discretion that such action is in the best interest of the City.