



Holly Oaks Park Plan and Standards Manual

Appendix G. Partnership RFP

Attachment B

REQUEST FOR PROPOSALS
FOR
ORV Park Partnership Opportunities

Issue Date: 3/28/2019

Oakland County Parks and Recreation Commission

2800 Watkins Lake Road

Waterford, MI 48328



I. Introduction and Background

It is anticipated that Oakland County Parks and Recreation will be the operator of a State-owned off-road vehicle (ORV) facility adjacent to Groveland Oaks County Park and Mt. Holly Ski and Snowboard Resort. This park will be the first public riding area to be opened in Southeast Michigan in more than 40 years, and has the expressed purpose of serving all ORV types and rider/driver abilities.

The park is currently 235 acres in size and will be open to the public in two broad phases. 113 acres will open in June/July of 2020 with the remaining 122 acres available in 2023 (upon the completion of the remaining mineral extraction lease). Phase One will have an estimated average daily capacity of 300-1200 vehicles a day (depending on hours of operation) and 600-2400 vehicles/day in Phase Two, the park offers a significant opportunity to meet the need for “close to home” riding experiences, particularly in Oakland County (which has the largest number of ORV license holders in the state and no current public riding areas).

The site is comprised of a series of sand and gravel “pits” that have been used for mining and material processing for more than 50 years. The property is bowl-shaped with highly irregular topography, varied soils, and elevation gain in excess of 150’. Oakland County has partnered with the Michigan Department of Natural Resources, Groveland Township, and state/local ORV clubs to determine the viability of the site for ORV use, and this collaborative will continue to explore various aspects of ORV use on the site through a series of special events held during the 2019 season.

Although the final park features have yet to be determined, it is anticipated that the park will include tracks, trails, and ORV challenge elements (including hill climbs, climbing obstacles, and water features).

The park has more than 1600 linear feet of road access on Dixie Highway and more than 5000 linear feet of frontage on I-75 (one of the most traveled interstates in Michigan with an average daily rate of over 50,000 vehicles). Access via exit 101 (Grange Hall Road) is less than 2 miles from the proposed park entrance.

II. Problem Statement

The future ORV park will provide an unparalleled level of access to ORV owners, and the urban/suburban demographic most likely to explore off-road recreation in Metropolitan Detroit. We anticipate the need for ongoing investment to keep the site fresh and exciting to meet the expectations of our visitors. To help offset the cost of investment, promote the long-term vitality of the park and surrounding community, and to ensure that the Park evolves with changes in the ORV industry, Oakland County is seeking assistance from the private sector in the form of ***ORV Feature Development, Sponsorships, Special Events, and Guest Services.***

The proposed categories listed in this RFP are categories that are discussed the most often between different stakeholder groups in the planning of the park. Proposals do not need to fall into any specific category, and may be for services or items not listed in this RFP. We encourage prospective bidders to submit any and all concepts that may benefit the park and its users.

III. Scope of Work (Proposal Categories)

A. ORV Feature Development - There is considerable value for companies and their products to be associated high quality ORV features, due to the direct connection created with the users and the recognition that can be promoted by word-of-mouth, social media, and event promotions related to the named feature. Oakland County is seeking proposals for the design, construction, and maintenance of “signature” ORV features at the site.

Proposals should include:

- i. **Feature type(s)** e.g. rock crawl, track, trail, hill climb, etc.
- ii. **Designer** (with experience and examples)
- iii. **Construction method** and materials
- iv. **Construction cost** to Oakland County (if applicable)
- v. **Required maintenance** (daily/annual)
- vi. **Maintenance cost** to Oakland County (if applicable)
- vii. **Proposed recognition** for bidder – Note that a maximum five-year recognition period will be considered and all recognition is contingent upon Oakland County’s continued lease of the ORV Park from the State of Michigan. Recognition periods greater than 6 months will require a maintenance agreement.
- viii. **Vendor use of feature** if specific use of the feature is requested/desired by the vendor (for vehicle testing, special events, etc.) please indicate
- ix. **Suggested examples:**
 - Motocross track (clay or sand)
 - Rock crawl (boulders or shotcrete)
 - Single track motorcycle trails
 - ORV challenge trail (ORV route with obstacles)
 - ORV overlook or signature photo spot

B. Sponsorships – During the planning of this park, a number of companies have expressed interest in supporting the park monetarily, or through in-kind donations, because of the potential of the park to support the growth of the ORV industry, to benefit the local economy, and of course to promote their business interests in Oakland County by directly appealing to their customer base.

Please note that at this time, OCPR and MDNR are not selling Naming Rights or Naming Sponsorship for the park. Such naming rights may be sought at a future date when Phase Two of the project is open to the public.

Oakland County is seeking proposals for park sponsorships through monetary or in-kind donations. Proposals should include:

- i. **Description of asset(s) to be sponsored** (including if the feature is existing or proposed) – Note that “assets” could include ORV Challenge Elements such as rock crawls or motocross tracks, Site Amenities/Guest Services such as picnic shelters or air-filling stations, or the use of Off-Road Service Vehicles such as patrol or maintenance vehicles.
 - ii. **Proposed recognition** requested by bidder
 - iii. **Proposed length of recognition** – Note that the bidder may submit multi-year recognition proposals, however, such recognition may not exceed 5 years or the functional use of the sponsored element (whichever comes first). Multi-year recognition proposals will also be scrutinized to determine if on-going sponsorship support is likely to cover the cost of routine maintenance of the sponsored element.
 - iv. **Sponsor responsibilities** (if any) for installation, maintenance, repair, and/or replacement of sponsored element and/or form of recognition
 - v. **Oakland County responsibilities** (if any) for installation, maintenance, repair, and/or replacement of sponsored element and/or form of recognition
 - vi. **Suggested examples:**
 - Challenge elements – per park master plan (under development)
 - Picnic shelters, or picnic tables
 - Port-a-johns
 - Dust control services
 - Tents
 - Air filling station
 - Wash station
 - Vehicles
 - Trees/shrubs for screening and/or sound control
 - vii. **Policy** – Sponsorships shall comply with the OPRC Sponsorship Policy (Exhibit A)
- C. **Special Events** – The park’s proximity to major urban centers, convenient highway access, and the highly disturbed landscape of a sand and gravel mine could make the site ideal for hosting ORV and other high adrenaline special events (including, but not limited to, adventure racing and mountain biking).

Oakland County is seeking bidders interested in hosting special event at the future park. Proposal should include:

- i. **Description of the event** to be developed/sponsored including, but not limited to:
 - Type of event: (vehicle type, ticket sales, sponsor organizations, private/public, competition or recreational, pedestrian access)
 - Area required: type of park facilities required; site modification proposed (if applicable)
 - Requested dates (or range) for the proposed event
 - Timeline: for setup, hosting, and cleanup
 - Attendees: number and type of participants, spectators, host employees, vendors/sponsors
 - Media and promotions: planned and/or anticipated
 - Law enforcement: plans for security, safety, fire/rescue, traffic control
 - Future or ongoing event opportunities: if successful, other opportunities that may be requested as a result of this event
 - ii. **Roles and responsibilities:** Roles of both the bidder and any requested role for Oakland County Parks and Recreation. Note that Oakland County will prioritize events that are “turn-key” and require minimal financial, material or labor support from Oakland County staff and/or associated contracted services.
 - iii. **Description of value:** Describe the value to the ORV Park, Oakland County Parks and Recreation, the local community, and the greater Oakland County area – Note that this should include a rate that would be paid for the use of the park and, if applicable, an estimated value of any improvements to the ORV park that would be made as part of the special event preparations.
 - iv. **Suggested examples:**
 - Enduro Races
 - Hill Climb Races
 - Technical skills challenges
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- D. **Guest Services** – Oakland County staff recognize that there are facilities, services, and miscellaneous amenities the can greatly improve the experience provided by the ORV park (even if those elements are not the primary attractions that draw visitors to the park, and as such a low priority for the investment of public funds). The intent for guest services is to enhance the experience at the park for users, not to allow businesses to operate that may be in direct competition with outside businesses (i.e. dealerships, mod shops, etc.). Guest services that do not take away land (or use very little) that would otherwise be dedicated to active ORV Recreation will receive priority.

The private sector may be interested in proposing a business plan for the provision of those facilities, services, and amenities. Using their knowledge of adventure recreation facilities, bidders are asked to submit proposals that include:

- i. **Description of the facility, service, or amenity** to be offered including, but not limited to:
 - Identity of facility, service or amenity
 - Visitor need to be met
 - Area required; park facilities required; site modification requested (if applicable)
 - Required access to the site by bidder/vendor
 - Estimated visitor impact
 - Media and promotions (if applicable)
 - Law enforcement, security, traffic control (if applicable)
- ii. **Roles and responsibilities:** Roles of both the bidder and any requested role for Oakland County Parks and Recreation. Note that Oakland County will prioritize events that are “turn-key” and require minimal financial, material, or labor support from Oakland County staff and/or associated contracted services. Note that the park has limited access to utility connections. A map showing the current location of utilities is attached.
- iii. **Description of value:** Describe the value to the ORV Park, Oakland County Parks and Recreation, the local community, and the greater Oakland County area – Note that this should include a rate that would be paid for the use of park (and a format for payment - % of sales, monthly rent, etc.) and, if applicable, an estimated value of any improvements to the ORV park that would be made as part of the provision of the facility, service or amenity.
- iv. **Examples:**
 - Car wash
 - Dust control/mud control on adjacent roads
 - Air-up service
 - Rapid response repair
 - Parts, gear and services
 - Storage
 - In-park food/drink concessions
 - Vending machines
 - Tents or non-permanent pavilions

IV. Coordination and Scheduling

- A. Respondents may be required to coordinate work with other consultants, vendors and staff to produce the desired and completed outcomes.

V. Preliminary Schedule

- A. Commission RFP Approval March 6, 2019
- B. Release RFP March 21, 2019
- C. Pre-Bid Open House (2 options)*
 - i. May 10, 2019 at the park site – 10 a.m. – 1 p.m.

ii. May 10, 2019 at the park site – 3 p.m. – 6 p.m.

- D. Bids due June 7, 2019
- E. Commission Award September 4, 2019

*Meetings will be held at the park site – access is off of Shields Road at Dixie Highway

VI. Request for Proposal – Information Required

Five copies of proposals should be submitted. Proposals should be as concise as possible and in the format described below:

A. Business Organization

Provide a cover letter that states the full name and address of your organization and any partnering firm and/or organization. Indicate state of incorporation or license to operate.

B. Statement of the Problem

State your understanding of the problem, as presented, including any necessary clarifications or other recommended information necessary to submit a comprehensive proposal.

C. Approach

Provide narrative on the scope of work your company is responding to, or the scope of work identified by your company and your company’s approach to meeting the identified scope of work including, but not limited to, all information requested in the Scope of Work section.

D. Schedule

Provide a work plan/schedule indicating various tasks, major benchmarks and key elements that may be dependent and effect other task and timelines.

E. Prior Experiences/References

Provide a minimum of 3 references from similar projects that demonstrate the experience and track record in working on similar projects or with similar partners.

Lead bidders may partner with other consultants, planners designers, engineers and/or contractors to provide the necessary experience for completion of a proposed project.

F. Capability and Qualifications

As it relates to the problem statement, please provide lead staff resumes, certifications and professional licenses, as appropriate, that indicate the education, experience and training of the persons to be assigned to this project.

G. Additional Information

Include any other information that is believed to be pertinent but not specifically asked for elsewhere.

VII. Selection Process

- A. The intent of this process is to determine the most appropriate and beneficial proposals in relation to park planning and design and future operation and maintenance as identified in sections I and II.
- B. The following evaluation process will be used:
 - i. A 5-6 person selection committee may include OCPRC staff, OCPRC Commissioner(s), MDNR staff and a representative from OC Purchasing.
 - ii. This selection committee will evaluate and at its sole discretion, may short list submitting vendors and conduct interviews before providing recommendations to the Oakland County Parks and Recreation Commission.
- C. CRITERIA
 - i. Business Organization
 - ii. Statement of Problem
 - iii. Approach
 - iv. Schedule
 - v. Prior Experience/References
 - vi. Capability and Qualifications
 - vii. Additional Information

VIII. Informational Attachments

The following information is included to provide additional insight into the ORV park site and OCPRC Policies.

- A. Current Site Map
- B. OCPRC Sponsorship Policy