

Town of Innisfail
Operation of the Anthony Henday Campground
Request for Proposals

A. INTRODUCTION

The Town of Innisfail is seeking proposals for the day-to-day operation of the Anthony Henday Campground for the 2012 camping season. The campground is a public facility that is owned by the Town. A contract operator who would be responsible for the day-to-day operation of this facility and ensuring quality service and experiences for the users of the facility is being sought.

The successful proponent will demonstrate how they are able to successfully meet the outlined criteria in this Request for Proposal (RFP) as well as an ability to operate a public facility that meets or exceeds the Town's standards. Based on the success of the 2012 season the successful proponent may be invited to operate the campground for the 2013 season.

The successful proponent will be expected to enter into an agreement with the Town of Innisfail.

B. BACKGROUND INFORMATION

The Anthony Henday Campground is located in the northwest part of Innisfail along Lakewood Drive (formerly Highway 54) near the Innisfail Golf Course and Dodd's Lake.

It consists of 40 semi-serviced sites (15 amp power) and 4 unserviced tent sites. Each site has a table and fire pit. Seven (7) of the semi-serviced sites are large enough to be shared by two or more units.

The site is well treed and close to walking trails and recreation areas. On site facilities include a playground, hot showers, flush toilets, potable water at two locations, laundry facilities, firewood for sale, and an outdoor cooking building/picnic shelter. A sanitary sewer dump station is available at the nearby tourism booth.

The campground's season runs from May 1 until the end of the first weekend in October each year. The current rate structure for the campground is \$20 per night per unit for a serviced site and \$10 per night per tent for an unserviced tent site.

C. Brief Overview of Expectations and Operator Responsibilities:

| Operations | |
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| Primary Tasks | Customer Service - tourists and users of the facility realize positive camping experiences. |
| | <ul style="list-style-type: none"> a. Ensure the safety of the users, the facility and staff working at the facility is a priority. b. Apply consistent and practical rules and regulations through positive communication and promotion. c. Address any/all issues and complaints in a positive, consistent manner, ensuring that the designated Town representative is aware of these issues and corresponding resolution strategies, as they occur. |
| Facility Maintenance | |
| Primary Task | Facility Maintenance – campground is maintained to a high-level of care, to ensure a quality, safe experience for users and staff. |
| | <ul style="list-style-type: none"> a. Inspections, repairs and preventative maintenance of all sites, equipment and facilities are completed regularly. b. Sites are cleaned and cared for daily and when users vacate the site. c. All areas of the campground are kept clean, organized and free of debris. d. Facility issues and/or breakdowns that are the Town’s responsibility are identified immediately and communicated to the designated Town representative. |
| Safety & Security | |
| Primary Tasks | Site Security – users, staff and visitors to the campground are safe and secure during their stay or work at the facility. |
| | <ul style="list-style-type: none"> a. Maintain an on-site, camping trailer ‘residence’ for staff at the campground 24 hours/day, 7 days/week. b. Employ staff to monitor the activities of the users to ensure the rules and regulations of the facility are followed. c. Communicate and work with other Town staff, RCMP, Community Peace Officers or other security services to ensure security issues are addressed and eliminated expediently. d. Ensure that trained, qualified, on-site security personnel are enlisted/ employed for the hours between 11:00 pm and 6:00 am. e. Maintain records of security incidents and required follow-up. f. Establish and maintain a Safety Management System for all staff employed by the operator, outlining hazards, procedures, training and documentation. |

| Administration | |
|-----------------------|---|
| Primary Task | Administration – records and related administrative functions are completed consistently and as agreed upon with the Town. |
| | <ul style="list-style-type: none"> a. Consistent procedures and forms are applied to administrative functions of the campground operations. b. Bookings and reservations for campground sites. c. Record of use of the campground is maintained and provided in a format agreed to by the Town. d. All fees and fee schedules are approved by the Town. e. All contractual expectations are met. |
| Marketing & Promotion | |
| Primary Task | All facility promotion and marketing, signage, etc, will meet Town standards. |
| | <ul style="list-style-type: none"> a. All forms, signage, promotions, etc will be coordinated and approved by the Town to ensure consistent standards and messaging is followed. |

D. PROPOSAL REQUIREMENTS:

Submitted proposals must include:

- a) **Executive Summary** – An overview of the proposal highlighting key components of the submission.
- b) **Proposed Individual/Team** – Experience & Qualifications
Listing of all key individuals involved in the proposal highlighting the following:
 - Background and experience, especially in campground operations and other related industries
 - Qualifications, certificates and training
 - Related skills and abilities
- c) **References** – At least three (3) professional references for all key individuals involved in the proposal.
- d) **Proposal of Services** – A detailed outline of proposed operations demonstrating how all deliverables and expectations outlined in Section C in this RFP document will be met.
- e) **Financial Expectations** – A detailed proposal of the compensation to the Town for use of the campground and its physical assets must be provided. The successful proponent will be

responsible for all day-to-day operating costs associated with the campground. A proposed rate structure must be included in the proposal.

f) **Other Information** – Any additional information that could potentially support the proposal.

E. EXPECTED TIMELINES:

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|--------------------|-----------------------------|
| February 15, 2012: | RFP Released and Advertised |
| March 16, 2012: | Proposal Deadline – 4:00 pm |
| March 26, 2012: | Award of Contract |
| May 1, 2012 | Campground Opens |

F. ACCEPTANCE:

The Town reserves the right to accept or reject any or all proposals.

QUESTIONS MAY BE DIRECTED TO:

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