



REQUEST FOR PROPOSAL

FOR

CAMPGROUND MARKET FEASIBILITY STUDY

FOR

OUTAGAMIE COUNTY

Due By: October 18, 2023 at 1:00 pm CT

Deadline for vendor questions – September 26, 2023 at 12:00 p.m. CT (see Section 4 for details)

1. Introduction and Background

Outagamie County is located in east central Wisconsin, north of Lake Winnebago and southwest of Green Bay. The county contains 19 townships, part of Oneida Nation, and multiple incorporated cities and villages.

The County maintains several parks and natural areas. Its Parks System is mission-oriented, and focuses on enriching the lives of county residents by providing and creating recreational opportunities while promoting community involvement for the betterment of the community and visitors alike.

Outagamie County's [Comprehensive Outdoor Recreation Plan](#) (CORP), identified recommendations to pursue during the 2022-2026 planning horizon. One such recommendation was to:

- Explore adding a campground at Mosquito Hill or in another location if an appropriate location is found.

In recent years, Outagamie County acquired a 19.71-acre site in the Town of Maine (referred to as "subject site," see Exhibit 1). The subject site is composed of parcels 15005550, 150055401, and 150055600. In the County's annual Property Recommendation Report, this site was highlighted as one that could potentially be developed into a campground. The Report specifically recommended that the County:

- Explore the feasibility of this site to function as a county campground, to include the following investigations:
 - Phase 1 environmental assessment
 - Market Feasibility Analysis/business planning for a campground
 - Develop conceptual master plan to include site improvements and capital cost estimates.

Whether a campground is feasible or not, consider retaining at least the parcels west of STH 187 to serve as a boat/kayak launch. Partner with a nonprofit such as the Shadows on the Wolf for assistance with site improvements.

To date, both a Phase 1 and Phase 2 environmental assessment for the site has been completed. Results were favorable and our consultant for the Phase 2 is in the process of working with DNR to see if any further action is required. Our consultant anticipates a DNR finding that no further action is required.

With this background in mind, Outagamie County's Parks System, Development and Land Services (DLS) Department, and Treasurer's Office are seeking professional services to assess the feasibility of a proposed public campground on the subject site.

2. Scope of Services

Outagamie County is seeking professional services to assess the feasibility of a public campground. In particular, we are seeking a consultant to perform the various tasks as referenced below.

Task 1: Perform project management tasks. The consultant should monitor and report work progress, track budget, facilitate communication, oversee technical work, and implement internal quality assurance/quality control.

Task 2: Design and facilitate a planning process. The consultant should design and lead a process that results in the requested final deliverable. The process should build in the following opportunities:

- **Collaboration with Outagamie County Parks System, Development and Land Services (DLS) Department, and Treasurer's Office staff.** The County anticipates a need for reoccurring conference calls with key County staff throughout the course of the project. Meetings can be held on an as needed basis to discuss process, findings, and review/advise on recommendations.
- **Engagement with Shadows on the Wolf.** The County would like the consultant to engage with our key stakeholder group, [Shadows on the Wolf](#), to gather feedback and input. The consultant should anticipate up to two meetings.

Task 3: Prepare campground scenarios. The consultant should refine the generalized campground concepts (see Exhibit 2) into scenarios that can be evaluated as part of Task 4. The consultant should buildout the scenarios through facilitated discussions with County staff and stakeholders to:

- Determine the type and level of amenities available in each scenario.
- Determine the passive/active recreational activities offered in each scenario.
- Determine high-level space needs and total camping (tent and/or RV) sites in each scenario.

Task 4: Conduct assessment. The consultant should evaluate generalized campground scenarios and assess the market for and feasibility of these scenarios at the subject site. At a minimum, the assessment should **help us understand if there is a scenario where estimated campground costs (operating costs, including staffing, and maintenance costs) and revenues break even or are profit-generating.**

Other findings that would be helpful to understand include:

- What groups would be considered the target demographic (e.g., silent sports enthusiasts, fishers, pleasure boaters, etc.)? How might the target demographic vary based on the campground scenario?
- What trends are occurring or should be expected in the campground industry? Consider

historical data pertaining to camping trends and projections into the future based on factual information.

- How has the COVID-19 pandemic impacted these trends? How might recovery from the COVID-19 pandemic impact future trends?
- How strong is *local* tourism activity as it relates to outdoor recreation and camping?
- Who are likely competitors and are they successful?
- What are the strengths and weaknesses of the location?
- What occupancy percentage and rates is the campground likely to achieve (i.e., given location, level of amenity, opportunity for recreation, etc.)?
- Guidance on operating a campground successfully including the possibility of outsourcing administrative functions.

Task 5: Prepare a final deliverable. The final deliverable should be a detailed report that documents the results of the assessment. It should help the County determine whether we continue toward implementation of a campground on the subject site or not. The report should include key findings, financial assumptions, key considerations, and recommendations. The report should be well formatted, easily searchable, and with a logical organization framework. The final report should be written for an audience of planning and park staff as well as policy makers.

3. Pricing

Outagamie County is seeking a not-to-exceed, lump sum price for the project to include all components described in the Scope of Services. There will be no reimbursable items, thus all expenses (i.e., travel, photocopying, mailing, etc.) must be included in the lump sum proposal price submitted.

4. Deadline for Vendor Questions

The deadline for vendor questions is 12:00 p.m. CT September 26, 2023. All questions shall be emailed to Nicole Schoultz at nicole.schoultz@outagamie.org.

All questions will be answered online at www.outagamie.org under Bids & Proposals then this project by end of day October 3, 2023.

5. Proposal Submittal

To maintain uniformity between proposals, it is required that interested firms submit proposal responses in the following order and in a single PDF document:

- **Cover Letter (maximum of one page).** The letter should reference the firm's primary contact(s) for this project along with their email and telephone number.

- **Section 1: Statement of Qualifications.** Indicate your firm’s particular abilities and qualifications related to this project. Please articulate the following qualifications:
 - Record of work on similar types of feasibility studies / projects.
 - Experience with recreational planning and campground design experience, if applicable.
 - Experience with developing planning-level financial projections and/or analysis that determines financial feasibility for projects.
- **Section 2: Resume(s) of Key Individuals.** Provide a resume for key individuals who will be assigned to this project.
- **Section 3: Project Understanding and Approach.** Explain the firm’s understanding of the Scope of Services to be performed and the detailed process that the firm will use to complete this project.
- **Section 4: Similar Projects.** Provide a minimum of three and a maximum of five similar projects completed by the proposed project team. Include a project description, date of services provided, and client name including contact name, address, phone number, and email.
- **Section 5: Schedule.** Provide the firm’s proposed schedule for completion using November 1, 2023 as the notice of award. The schedule should be realistic, to include a Gantt chart for completion of the firm’s services.
- **Section 6: Sub-consultants.** Reference any sub-consultants or supporting firms that will be used and the role or service that each firm will provide.

The following supporting sections must be included in a separate PDF from the above requested information to be considered a complete proposal:

- Completed Proposal & Pricing Form (see final page of this PDF).
- Addenda – Acknowledgement of any addenda issued.

Failure to provide all requested information may result in the rejection of a firm’s proposal.

6. Evaluation and Interviews

At a high level, proposals will be evaluated on the following:

- Staff Qualifications of Key Personnel
- Project Understanding and Approach
- Similar Projects
- Schedule
- Cost

Consultants may be requested for a virtual interview with the County's evaluation team.

7. Contact Information

Purchasing Policy & Procedure Information

Nicole Schoultz
Outagamie County, Procurement Coordinator
(920) 832-6083
Nicole.Schoultz@Outagamie.org

8. Clarification and/or Revisions to the Specifications and Requirements

Proposer must examine the RFP documents carefully and before submitting a Proposal may request from the County's contact person(s) additional information or clarification by noon on September 26, 2023. A Proposer's failure to request additional information or clarification shall preclude the Proposer from subsequently claiming any ambiguity, inconsistency, or error.

The County will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the Proposal due date. Proposers should rely only on the representations, statements or explanations that are contained in this RFP and the written addendum to this RFP. Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

It is the Proposer's responsibility to assure receipt of all addenda. Outagamie County will post any addenda online at www.outagamie.org under Bids & Proposals then this project. Upon posting, such addenda shall become part of the RFP and binding on Proposer(s).

9. County Reservation

Outagamie County openly solicits the best possible value on all of our "Requests for Proposals". Because we are a local government, we are able to purchase directly from many of the state and federal contracts. However, in order to not discriminate against our local proposers, we openly solicit proposals of similar pricing structure from all qualified proposers. In the event that all proposals received are in excess of any existing state or federal contract that is available to Outagamie County, we may at our discretion, reject all proposals, and purchase directly from the vendor awarded the state or federal government contract. Outagamie County reserves the right to accept or reject, any or all proposals, in whole or in part, as deemed in the best interest of the County.

- a. This proposal request does not commit Outagamie County to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of Outagamie County's files without any obligation on Outagamie County's part.
- c. The proposer shall not offer any gratuities, favors, or anything of monetary value to any

official or employee of Outagamie County for any purpose.

- d. Outagamie County reserves the right to request clarifications for any proposal.

10. Closing Date

Proposals will be received up to 1:00 pm CT October 18, 2023.

11. Proposal Submittal

Email proposals to Nicole.Schultz@outagamie.org.

12. Taxes

Outagamie County is exempt from Federal Excise Tax (39-6005724), Wisconsin Sales Tax (ES 41005), but if there is a tax, such as local or county, it must be shown in the proposal.

13. Method of Procurement

The method for this procurement is competitive proposal, pursuant to Chapter 22 of the Outagamie County Code of Ordinances. After submission of the written proposal, qualified proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential negotiations and revisions.

14. Venue

This agreement will be governed and construed according to the laws of the State of Wisconsin. This agreement is performable in Outagamie County.

15. Status of Proposal

Upon award, proposals will be considered public record and details will be posted online. Information on status could be obtained from Outagamie County's web site www.outagamie.org → Bids & Proposals.

OUTAGAMIE COUNTY PROPOSAL & PRICING FORM

CAMPGROUND MARKET FEASIBILITY STUDY

Proposals Due: October 18, 2023 at 1:00 pm CT

Email Proposals To: Nicole.Schultz@outagamie.org

Lump Sum Cost	\$ _____
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Firm Name: _____

Authorized Signature: _____

Print Name / Title: _____

Date: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____