

Request for Proposals

Splash Zone Pool Management of Lifeguards/Pool Operations

Purpose

This is a request for proposals for professional management and maintenance services for the Splash Zone, City of Rolla's outdoor aquatic facility, located at 1408 Holloway St, Rolla, Missouri.

Project Summary

The City of Rolla has a public outdoor aquatic facility, open from Memorial Day weekend through Labor Day weekend. The original outdoor Olympic size swimming pool opened in 1972. In 1999 a half-cent sales tax increase and bond issue was approved to replace the pool while the original bathhouse and mechanical rooms were left in place. The project was completed with a grand opening May 23, 2000. The drain grates were replaced in 2020 in compliance with the VGB Act. The boiler was also replaced in 2020. All but the large slide got a new look in 2020, with sandblasting, resealing and repainting by Bazan Inc. A new shade/game area was added in 2019. Covid dramatically impacted SplashZone operations in 2020. For the last 20 years aquatic operations had been coordinated with the indoor natatorium of the adjacent community recreation center (called The Centre), but the City has contracted the management of the Centre in 2021.

Background

Splash Zone

Age: 20 years

Total size: 7,465 sq. ft.

Volume: 27,714 gallon volume for slide pool, 135,703 gallon for main pool

Amenities: 40 foot vortex, current channel, zero depth entry, SCS play feature with slide, 42" open body slide, 30" enclosed body slide. The facility has men's, women's family locker rooms with showers, restrooms and benches. All maintenance has been performed by Rolla Parks and Recreation Department, Vaughan Pools, Westport Pools, and Capris Pools.

Operations:

3-year (2017, 2018, 2019) average annual revenue: \$88,836

Covid influenced 2020 (capacity mandated limits, reduction in rentals - 50 vs 5 from prior year, no group swim lessons, no night swim, no programming, no made-on-site concessions – all prepackaged): \$56,198

3-year (2017-2019) average annual expense: \$153,702

2020: \$206,736 (Boiler replacement \$31,500, resurfacing \$47,420, grate replacement \$11,217)

Goal: Maximize operational sustainability

Funded by daily admission and pass fees, rental charges, with subsidy by Prop P funding. A one quarter of one percent sales tax enacted in 2015 that reduces in 2023 to 3/16ths of one percent for ongoing park maintenance.

Season length: Memorial Day Weekend to Labor Day Weekend, open 12-7 p.m. Monday through Friday and 12 to 6 p.m. weekends. Night swim Mondays and Wednesdays in July 7-9.

Season pass: \$150 per family (up to 5 members). Each additional child is \$10, each additional adult (18 and over) is \$15. Individual pass \$75. Day pass: \$5. Children 3 and under free. Value pass \$75 for 18 visits.

Staff: Full-time seasonal – 1 (manager); Part-time seasonal - lifeguards 15; concessions/admissions 10

Current Programming:

“Picture in the Pool” is held 3 times during the season, with recent first run movies. Admission free to pass holders, \$5 for non-pass holders. “Canine Plunge” closes the pool season each day at \$15 per dog, with \$5 for each additional dog per family. “Glide Fit”, an aquatic exercise program, free to pass holders, \$5 otherwise.

Swim lessons (\$25 per half hour, \$5 for each additional child from the same family), both private and group.

Water aerobics, channel walking popular, last offered five plus years ago.

Current Rentals

Offered Monday through Friday 9-11 a.m. and 8-10 p.m., as well as after hours on Saturdays and Sundays 6-10 p.m. \$150 per hour for up to 100 people, with \$50 for each additional 50 patrons. Birthday parties are also \$150 for admission of 15 guests, including the birthday child, food, drinks and T-shirt for the birthday child. \$5 for each additional guest, with extra charge for food and drinks.

Core service area

Phelps County, primarily Rolla, but also serving St. James, Newburg and Edgar Springs. Population 20,000. Median age 26.6 (younger than state avg. due to University). Median household income: \$37,354 (below state avg. of \$50,238)

Competition

Fugitive Beach (popular seasonal, outdoor facility)

Tiger Shark Municipal Pool (St. James)

The Centre, Indoor Aquatic Pool

Tiger Typhoon Aquatic Center (Waynesville)

What they have that we don't

Alcohol (Fugitive Beach)

Diving area (Fugitive Beach)

Newer facilities (St. James, Waynesville)

Larger pool area, open year round, indoor (The Centre)

Splash Zone's Mission:

To provide aquatic recreation in keeping with the needs and desires of those patrons we serve, promoting the health, welfare, and personal development of the citizens of the Rolla community.

Current Advertising/Promotion

Paid ads on local radio, cable, newspaper; community calendar, Facebook and Twitter, presentations at civic, community groups. Paid advertising hasn't shown to have an impact.

Request for Proposals

Replies to the Request should contain the following:

- A letter of interest signed by the corporate officer that includes a synopsis and qualifications of the contractor/president.
- An organization chart for the management company.
- Profiles of contractor's team members, including number of employees, location and relevant experience with the pool management of other municipal pools for at least three consecutive years.
- A detailed description of your company's understanding of our project, as well as a description of your team's approach to the management of the facility. We would like to understand your process for hiring, training and supervising staff, and an anticipated timeline.
- Proposed statement of work and services.
- Staffing plan demonstrating experience in recruitment, training, and retention of qualified existing pool staff.
- Affidavit of federal Work Authorization.

- Samples of similar projects and creative work you have done for clients with similar goals and your thoughts on your approach to this project.
- Recommendations and references from municipal sources only. Private clubs, condominiums, hotels or apartment complexes are not as relevant.
- Pool water area experience of at least 5,000 square feet.
- Municipal pool experience represented shall include operation at a minimum of three consecutive years. Detail in the proposal experience with the following water features: water slides, lazy rivers, zero depth entry pools, vortex and current channel
- References should include contact person and title, phone number, and address.
- A detailed budget of how your firm would allocate funds for our project and fees proposed.
- A clear understanding of the issues and challenges facing publicly-run outdoor pools.
- Project plans and timetables.
- Any standard contract or agreement proposed for execution relative to this project.

Scope of Work

The intent of this request is to enter into a professional specialized technical services contract with qualified individuals or companies to manage Splash Zone. We would anticipate a three-year contract with two one-year extensions if the contractor meets objectives.

Operations

- Contractor will provide the lifeguards and supervision for the outdoor pool during all open hours.
- Contractor shall provide a detailed staffing proposal for Splash Zone.
- Contractor shall maintain chemical tests and records as required by the state and county health department and maintain any additional records reasonably required by the City.
- Contractor shall propose how the Contractor will provide sufficient and competent personnel for the operation of a safe and sanitary pool at all times the pool is in use, meeting and exceeding Model Health Aquatic Code.
- Contractor shall furnish all consumable first-aid supplies. City will provide cleaning agents, toilet paper, paper towels, trash bags, feminine hygiene products, hand soap, body shampoo, janitorial supplies and light bulbs.
- As an optional portion of the proposal, Contractor will provide cost for winterizing the outdoor aquatic facility at the end of the swim season.
- Contractor will be responsible for providing any and all chemicals.
- Contractor will be responsible for repairing and/or replacing any equipment or property owned by the City that is damaged by the contractor or the contractor's staff.

Swim lessons and Programming

- Contractor shall provide instructional group and individual lessons and programs for all ages and ability levels.
- Contractor shall provide a list of programming that will be offered.

Concessions and admissions

Proposers should include this as an optional portion of the proposal, including personnel to staff and supervise the concession stand and gate admittance. As a subset of this option, contractor will provide an option for an inventory and ordering of all products.

Definition of request for Proposals

This request is an invitation by the City for proposers to submit their qualifications and proposals. It is not a request for a competitive bid. Submittal of a proposal does not create any right in or expectation to a contract with the City.

Change in RFP and contract

The City reserves the right to add to or to delete, modify or enlarge this RFP, including any specifications and/or statement of work, and the proposed contract. The City reserves the right not to proceed with these services if deemed not to be in the best interest of City.

Evaluation and Selection criteria

Proposals that are judged by the City to be unresponsive or materially incomplete will not be considered. The City reserves the right to request interviews with the top proposals. The City shall not be responsible for any costs associated with this review and selection process.

The City will perform whatever research it deems necessary into a contractor's history, financial viability, and references. The Contractor shall cooperate with the City by providing appropriate information.

The City will select what in its sole judgement it determines to be the contractor that will be in the best interests of the City. Many factors will be considered including:

- The needs and compatibility of the City.
- The contractor's experience in operating municipal aquatic facilities.
- The contractor's experience with the above detailed water features and pool size.
- The contractor's ability to recruit/retain and train staff.
- Past performance record and evaluations by former clients.
- Depth of organization and ability to respond to all anticipated needs of the facility.
- Contactor's qualifications and certifications.
- The primary evaluation criteria shall be the overall benefit as perceived by the City.

A selection committee consisting of management staff, key city staff, and select advisory board members will evaluate initial written proposals. The committee may require the finalists to make a formal presentation.

Negotiations

Upon the City's selection, City and Contractor will engage in further discussions to detail the scope and negotiate the contract amount. If an agreement can't be negotiated within 14 days of notification to the designated respondent, the City may terminate negotiations and negotiate an agreement with another respondent. The City reserves the right to reject any or all proposals. The City reserves the right to request additional information from any or all proposers. Negotiations by the City will not be deemed a counter offer or a rejection of any original proposal.

Late Proposals

Late proposals will not be considered.

Closed Records

All proposals and documents and meetings relating thereto may remain closed records or meetings under the Missouri Sunshine Act until a contract is executed or until all Proposals are rejected.

Insurance

The contractor shall maintain workers' compensation and unemployment insurance on all of its employees. Contractor shall also maintain comprehensive liability, personal injury, and property damage insurance with single limits of \$1,000,000. It is the responsibility of the City to provide all other insurance coverage. Contractor shall indicate in the proposal how such insurance, workers' compensation, unemployment, general liability, comprehensive auto, and indemnification.

Communication

All communication related to this correspondence must be in writing, preferably by email, and directed to Floyd Jernigan, Rolla Parks and Recreation, 901 N. Elm, Rolla, MO, 65401; email fjernigan@rollacity.org

All inquiries and responses regarding this project will be made available to the other agencies submitting proposals.

A tentative schedule is outlined below (subject to change).

- RFP and initial contacts: October 30, 2020
- Proposals due to the Parks Department: Nov. 30, 2020
- Finalists notified: week of Dec. 9th, 2020
- Presentations scheduled, if needed: (week of Dec. 16th)
- Recommendation of finalist to City Council: Monday, Dec. 21st
- Contract negotiation/approval: Jan. 4th and Jan 18th, 2021