



REQUEST FOR PROPOSALS FOR
CAPITAL CAMPAIGN PROGRAM
FOR CHICO AREA RECREATION AND PARK DISTRICT

SUBMITTAL LOCATION: 545 VALLOMBROSA AVE, CHICO, CA 95926
SUBMITTAL DEADLINE: September 3rd, 2024

Content

1. Introduction and Project Summary.....	3
1.1 Project Background.....	3
1.2 Timeline	3
1.3 Contract Time	3
1.4 Scope of Services	4
2. Summary of RFP Process.....	5
2.1 Selection Process.....	5
2.2 RFP Procedures	5
2.3 Proposal Content	6
3. RFP Terms and Conditions.....	7
3.1 General Conditions.....	7
4. Contract.....	8
4.1 Execution Of Contract	8
4.2 Termination.....	8

Chico Area Recreation and Parks District (CARD) is requesting proposals from qualified firms to provide services build and execute a Capital Campaign Program.

Proposal packages must be submitted on or before **September 3rd, 2024**.

Proposal packages are to be submitted electronically to:

Holli Drobny, Administrative Director
Chico Area Recreation and Park District
hdrobny@chicorec.gov

1. Introduction and Project Summary

The Chico Area Recreation and Park District (“District” or “CARD”) is thrilled to announce the initiation of a large-scale capital campaign aimed at funding the development of a state-of-the-art Aquatic Recreation Facility to be located at 13301 Garner Lane, Chico, CA 95973.

1.1 Project Background

This project was initially introduced in 2013, with a programmatic feasibility study that followed in 2016. In October 2022, the District’s Board of Directors authorized staff to enter the design phase of the Aquatic Recreation Facility (Aquatics) project and to release an RFP for the concept, design, and bid package. In March 2023, the design firm Confluence Inc. was selected to provide design services for the Aquatics project. In May 2023, a parcel of land located on Garner Lane was donated to the District by local philanthropists, with the stipulation the land be used for aquatic recreational activities. Additionally, a consulting group was engaged to provide a Planning and Feasibility Study for a Capital Campaign Program, which was released to the District in November 2023. The results concluded that a capital campaign was feasible to be highly successful.

The District plans to use a reserve of development impact fees and a \$6M grant acquired from the Land and Water Conservation Fund in December 2023 to fund the Aquatics project. The goal of the proposed Capital Campaign Program is to raise \$6M and the establishment of an annual philanthropic program.

1.2 Timeline

The following is the anticipated schedule for the RFP process and award of the Capital Campaign Project.

1. RFP Release	August 2 nd , 2024
2. Requests for Clarification Deadline	August 9 th , 2024
4. Proposal Deadline	September 3rd, 2024
5. Interview (if required)	September 9-13, 2024
6. Notification of Award (tentative)	September 27, 2024

CARD reserves the right, at any time, to make additions, modifications or deletions to any of the events or dates that comprise the RFP Schedule. Such changes shall be made by RFP Addendum. References in the RFP documents to the RFP Schedule or to dates in the RFP Schedule shall mean the RFP Schedule and dates set forth above, as adjusted by any changes thereto made pursuant to this Paragraph.

Questions

Please direct questions regarding this Request for Proposal to:

Holli Drobny, Administrative Director

Chico Area Recreation and Park District

hdrobny@chicorec.gov

1.3 Contract Time

The selected respondent will enter into a professional services agreement with the District. The contract is expected to be in effect for eighteen (18) months with a renewal option based on mutual agreement of both parties.

1.4 Scope of Services

The District is seeking a firm that possesses a demonstrable track record of success in executing capital campaigns within the parks and recreation sector. The selected firm will play a pivotal role in orchestrating a comprehensive campaign strategy, implementing fundraising initiatives, and leveraging their expertise to ensure the successful attainment of fundraising goals. The ideal firm will have:

Demonstrated Experience:

- Proven success in managing capital campaigns.
- Extensive experience working with parks and recreation and nature-based clients, showcasing a comprehensive understanding of the sector's unique needs and challenges.

Knowledge and Expertise:

- Familiarity with philanthropic landscape.
- Extensive experience with funders to maximize fundraising opportunities.

Key Deliverables Expected: The selected firm will be expected to provide comprehensive capital campaign services including, but not limited to:

- **Comprehensive Campaign Strategy:** Develop a comprehensive strategy for the capital campaign, including timelines, campaign material and collateral development, fundraising goals, and key milestones aligned with the Aquatics project objectives.
- **Solicitation Management:** Design and execute a prospect research and robust solicitation strategy targeting potential donors, major gift prospects, and institutional funders.
- **Grant Writing:** Identify, research, and compose compelling grant proposals tailored to secure funding from various national grant-making organizations.
- **Fundraising Services:** Implement innovative fundraising techniques, events, and initiatives to engage diverse stakeholders and community members in supporting the campaign.

2. Summary of RFP Process

This summary is provided for the convenience of the proposers and should not be interpreted as a complete or definitive statement of all procedures, conditions, requirements or standards that may apply to any of the aforementioned processes.

2.1 Selection Process

The District will select the firm based on its professed ability to meet the overall expectations of the project. The Board of Directors will provide final approval on which submission offers the greatest benefit to the District. The following criteria will be used in the selection process:

- Responsiveness and completeness of the proposal.
- Experience and qualifications of consultant and management team, including demonstrated knowledge of planning, management, evaluation skills, and experience.
- Technical quality and methodology of consultant's approach to organizing and managing the project; ability to document information and recommendations clearly in written format.
- Understanding the project objectives and scope.
- Ability of the consultant and management team to communicate with various governmental units.
- Past and current projects.
- References and examples of completed consulting projects. Satisfaction of former clients with competency of completed work.
- Overall project management and ability to accomplish a project of this nature within the proposed time schedule.

2.2 RFP Procedures

Submittal

Proposals shall be submitted, electronically, no later than September 3RD, 2024 to:

Holli Drobny, Administrative Director
Chico Area Recreation and Park District
hdrobny@chicorec.gov

Late proposals will not be accepted. The District reserves the right to accept or reject any proposal as it best serves its convenience and/or is found to be in the best interest of the District. The District reserves the right to issue contracts to multiple vendors. Faxed and emailed Proposals will not be accepted.

Submit an electronic copy in PDF format via email or on a flash drive.

Duty of Review

Each proposer, in submitting its Proposal, acknowledges and understands its obligation to carefully and thoroughly examine all RFP documents and other information available to the proposer relating to the Project. Each proposer shall seek clarification prior to such submission of all items of information contained in the RFP documents or in any other documents upon which the proposer has relied in preparing its Proposal that it observes. Failure by a proposer to fully inform itself of the matters described herein and to seek clarification in the manner required herein shall not relieve the proposer from its responsibilities under the Agreement for the District.

2.3 Proposal Content

To be considered in the selection process, the qualified respondent should organize the proposal as follows.

Introductory Letter

This letter should include an introduction to the firm and summary of general qualifications. The letter shall be signed by an officer of the firm who is authorized to negotiate a contract with the District.

Team Experience

Describe the qualifications and experience of the key personnel to be assigned to the project and include their previous experience with water rate studies. The proposal will include an organizational chart showing the inter-relation of all project team members.

References

Provide references for similar projects managed within the last five - seven years, ideally from other public jurisdictions, by the personnel proposed for this contract. References should identify the client organization, nature and date of the contract, and the name, title, telephone number, and e-mail address of the contact person for each reference. The references shall include the cost of the project and scope of work accomplished.

Project Approach and Schedule

A detailed description of how your firm proposes to approach this project. Include sufficient discussion of proposed methodologies, techniques, and procedures identified in the scope of services. A proposed timeline for scope of work to be completed should be included here.

Cost Proposal

A proposed project cost sheet for the scope of work to be completed. The cost proposal must be presented as not-to-exceed, with all overhead/expenses included in the estimated costs.

3. RFP Terms and Conditions

3.1 General Conditions

- A respondent may withdraw and resubmit a proposal prior to the proposal submission deadline. No re-submissions will be allowed after the submission deadline.
- Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so.
- All submitted proposals are considered public records subject to disclosure.

No Reimbursement For Costs Incurred

Each party that enters into this selection process shall prepare the required materials and submittals at its own expense and with the express understanding that they cannot make any claims whatsoever for reimbursement from the District for the costs and expenses associated with this process.

Property Rights

A proposal received within the prescribed deadline becomes the property of the District and all rights to the contents therein become those of the District, regardless of whether the project is fully completed.

Amendments to Request for Proposals

The District reserves the right to amend the RFP by addendum prior to the final proposal submittal date. The District also reserves the right to extend the due date, or to cancel this RFP at any time. The District reserves the right to modify this RFP, to change, by additions, deletions or modifications to any portion of the RFP documents prior to submittal date.

Minimum Qualifications

- The lead on-site project professional should have a minimum of 5 years of experience in related field.
- Significant experience working with municipalities.
- Demonstrated ability to successfully complete the scope of services on time and within budget.
- Demonstrated ability to successfully work with municipal staff and the general public.

Selection Process

The District reserves the right to request additional information or proposal revisions or hold discussions and negotiations with responsive proposers.

The District will recommend award to the Proposer who, in its opinion, has submitted the RFP response that best serves the overall interests of the District. Award may not necessarily be made to the Proposer with the lowest overall cost.

The District will then enter contract negotiations with the proposer whose understanding of the goals, qualifications, experience, proposal content and quality, proposed approach and work plan, availability, references, and other factors best meet the District's needs. If it is not possible to negotiate a satisfactory agreement with the first-choice proposer, the District may negotiate with another proposer.

The District reserves the right to cancel or modify the selection process at any time or to reject any proposals that are deemed to be unresponsive.

4. Contract

The District's contract agreement will be provided. Please review this document and state in the proposal any changes or objections to the terms of the agreement. All work performed, all charges billed by the selected proposer, all insurance and other requirements will be in accordance with the terms of the agreement.

4.1 Execution Of Contract

The proposer to whom award of the work is made shall execute the Contract on the form of agreement provided herein. Failure or refusal to execute the Contract, submit the required documents, or to conform to any of the stipulated requirements in connection with it, shall be just cause for the recovery of damages from the proposer, and the award of the Contract to another proposer.

4.2 Termination

Although the District anticipates the successful completion of all phases of work for this project, it reserves the right to terminate work at any time.