



REQUEST FOR PROPOSAL

ALL INTERESTED PARTIES:

The Town of Flower Mound, hereinafter referred to as TOWN, will receive a Request For Proposal (RFP), together with any other information relative to the Proposal, for furnishing the services described below:

➤ **Recreational/Instructional Program Proposals**

Purpose

The TOWN is seeking to contract with individuals and businesses (both for-profit and non-profit) to provide varied recreational/instructional program services for the Parks and Recreation Division. The services must be considered family friendly and meet the specifications listed below.

General Information

RFP's must be received by the Parks and Recreation Division either by mail or hand delivery by January 1 for summer classes; May 1 for fall classes; and September 1 for winter / spring. Proposals submitted by that time will be reviewed by Recreation Staff. Any RFP's received after the above dates may not be reviewed until the following selection period. Any questions regarding the RFP specifications and process should be directed to the Parks and Recreation Division. A request for a preliminary discussion session on a proposed recreational/instructional program can be made through the Parks and Recreation Division. This meeting in no way constitutes an agreement by the TOWN to accept any program proposal. These meetings are merely to discuss the RFP process and assess potential issues with the proposal.

Specifications

- Proposals may offer to provide specific or varied recreational/instructional programs provided that they are consistent with the general nature of the Town's public recreation offerings.
- Proposals are encouraged, but not limited to the leisure activity areas of youth and adult athletics, wellness and exercise, art instruction, education, cultural and performing arts, and other related areas that are acceptable as public recreation offerings.

- Proposals can be similar or different to current programs offered and do not have to emulate the structure of current programs offered. However, some programs might be declined if there is a concern about competition with a current program.
- Proposals must demonstrate a value and reasonable price related to that value as a public recreation offering.
- Proposals must not rely on the TOWN to provide any financial support, other than administrative support. Administrative support includes facility scheduling, advertising, conducting registrations, etc.
- Recreational/instructional programs proposed must utilize a TOWN-owned, leased, or joint-use facility. A joint-use facility includes Lewisville Independent School District (LISD) schools covered under the Interlocal Cooperation Agreement for Joint Use of Property.
- The TOWN makes no warranty, guaranty, or representation as to the success of any recreational/instructional program operated as a result of any contract award made pursuant to this RFP.
- The TOWN will not approve any proposal or a part of any proposal if it is contrary to laws, statutes, ordinances, policies, or procedures of the TOWN, or is not in the best interest of the TOWN as determined at the sole discretion of the TOWN.

Submission Elements

All proposals submitted shall clearly describe the scope of recreational/instructional programs. Include details of the approach and plan. A statement shall be included which explains why this approach and plan would be effective and beneficial to the Town as a public recreation offering. The following areas shall be presented in detail:

- **Qualifications**: Applicant shall present evidence that they are fully qualified and have substantial experience in the field of their proposal and in the instruction and/or conducting of the program. If additional staffing is proposed, the same information must be made available for each proposed staff member.
- **Operation**: Applicant shall provide an outline of intended staffing, days and hours for programs, proposed age groups, and the variety of programs to be provided. Narrative must include a complete program description, goals of the program, class objectives, and marketing plan.
- **Budget**: Based on an anticipated 65% (contractor) / 35% (TOWN) net revenue split, the proposal must include a budget of all of the costs associated with the recreational/instructional program and a proposed fee, if any, that will be charged to

participants. After successfully completing 18 months of service with the Town, the percentage split will change to a 70% (contractor) / 30% (TOWN) net revenue split.

- References: Letters of recommendations and/or references shall be included in the proposal. Provide a list and description of similar programs satisfactorily performed and completed within the past three (3) years. For each program listed, include the name and telephone numbers of a representative for whom the program was undertaken who can verify satisfactory performance.
- Other Information: Any additional information to assist the TOWN in its evaluation of the proposal.

Selection Criteria

Selection of a Contractor will be based upon consideration of the following (interviews may be required):

- Documented past successes
- Availability of appropriate facilities
- Suitability of recreational/instructional program as a public recreation offering
- Experience with marketing similar programs
- Key qualifications for teaching recreational/instructional programs
- Unique perspectives brought to the program
- Organizational skills and proven ability to meet deadlines
- High standards of service that will be followed to ensure quality experiences for all participants
- Letters of recommendations and/or references
- Ability to agree on class price
- Ability of all proposed instructors to pass a yearly background check conducted by the TOWN

Acceptance of Proposals

Proposals will be evaluated by the CAC Management Staff for the value and benefit the proposed recreational/instructional program will bring to the overall public recreation offering. The TOWN reserves the right to reject any or all RFP's, or portions thereof, and to waive any

