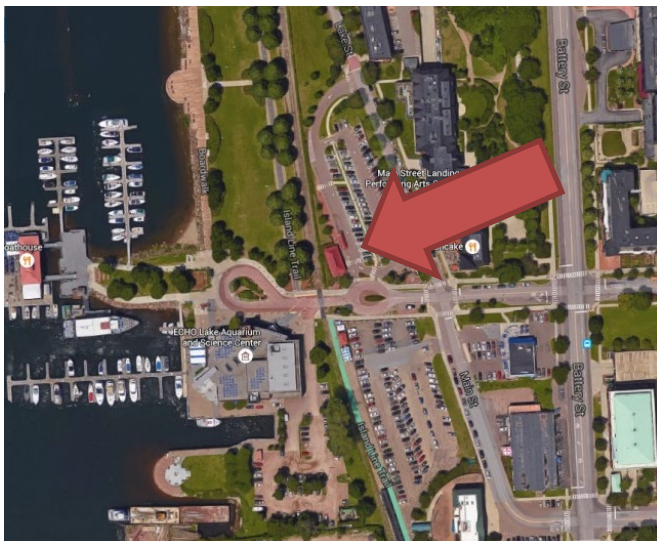


CITY OF BURLINGTON**Request for Proposals****Information Center****City of Burlington, Vermont****Issued: January 7, 2021****Due: January 28, 2021 by 4:00 pm EST****I. SITE BACKGROUND & LOCATION INFORMATION**

Burlington Waterfront, Pease Parking Lot, Lower College St, Burlington, VT 05401

The City of Burlington Department of Parks, Recreation and Waterfront ("City") is hereby requesting proposals for providing information services at the Waterfront Information Center, located adjacent to the Pease Parking lot. The selected responder to this request for proposals ("RFP") will be issued a three (3) year service contract and lease for the location, pursuant to the terms of this RFP.

The Information Center Building is located within the heart of Burlington's beautiful Waterfront. The building is uniquely located between the edge of Waterfront Park and the primary parking access for the Waterfront. The location affords the opportunity to be one of the first touchpoints for visitors to our acclaimed Waterfront.



Information Center Building – Entry from College Street

II. SCOPE OF SERVICE

The Department of Parks, Recreation & Waterfront requests proposals from interested parties for up to three (3) year service contract to provide information distribution at the Information Center Building. Information dissemination includes literature distribution, static and media displays, and in-person visitor inquiries related to the Waterfront, Burlington and the Lake Champlain region.

The agreement includes other required services. These include light cleaning of the building and restrooms, as well as moderate training of the parking system to ensure all visitors have a pleasant experience on our Waterfront, is required. The winning proposals will be customer-service and team-oriented.

III. DESCRIPTION OF CURRENT CONDITIONS

Information Center Building - is a seasonal space located on lower College Street, just west of the intersection of Lake Street in Burlington. The space is located in the center of the building and contains a reception desk, display counters and floor display space. The entrance location is on the east side of the building, adjacent to the parking area. Public restrooms occupy the other sections of the building.

The chosen company shall have the right to use all amenities now on the premises. The City will provide routine and regular maintenance of such equipment. However, the chosen vendor shall be responsible to the City for any damage or loss caused to such equipment by the negligence or willful misconduct on the part of its employees or agents and will provide daily and post-season cleaning of all equipment.

The Information Center will have minimum daily hours of operation from 10:00 am - 8:00 pm, starting the Saturday preceding Memorial Day through Labor Day unless otherwise agreed. Upon notification and approval, modified schedules are permissible in the 'shoulder' seasons. The City intends to guarantee one business for the next three (3) summer seasons at the Waterfront Information Center. All additional equipment necessary shall be the responsibility of the concessionaire to provide.

Please note: Any desired temporary or permanent improvement(s) made to the facility by the proposer shall meet Department and/or City requirements, and shall be at the proposer's expense. All permanent improvement(s) require advance Department approval and will become the property of the Department.

IV. RENTAL SCHEDULE

The Waterfront Information Center's annual seasonal schedule is from the Saturday preceding Memorial Day through Labor Day. A rental schedule outside of this schedule is permissible and recommended.

V. RESPONSE FORMAT

Responses to this RFP must be not more than 10 pages in length (5 double-sided or 10 single-sided pages). A selection committee will evaluate each proposal. Evaluation criteria will include but will not be limited to:

1) Qualifications Detail & Proposal consisting of:

- a. **Cover letter:** This will set the vision for the proposed information center experience. Please include a statement of understanding & approach to this operation;
- b. **Proposed Owner and Operator:** Clearly indicate the applicant's designated owner, manager, as well as any co-owner or investor who assigned to the work and each of their respective expertise in such work. Please detail the type of ownership, and name and location of parent company and subsidiaries, if any;
- c. **Specific Information Center Experience:** Descriptions detailing completed, similar or relevant information center experience that the applicant, co-applicant and/or investor has executed. Links to similar or relevant operations are encouraged;
- d. **List of References:** Provide a minimum of three references. If you have rented space before this submission, please include the contact information for former or current lessor.
- e. **Improvements:** Provide a list of proposed improvements or services to the building. This can be in the form of preferred communication techniques or requested signage you may prefer. Please note this building operates under a set of restrictions that prevent some commercial uses, like point of sale items.
- f. **Compensation:** All proposals shall include a compensation package to the City, with a minimum of \$1,000 provided per year. Please include any additional compensation or sponsorship opportunities to the City in the proposal. A yearly comprehensive sales and rental report is required from the chosen concessionaire, to be delivered annually to the City by December 30th which outlines the previous operating season.

All proposals in good standing will be evaluated. The final selection will be made by a committee comprised of BPRW Department representatives and subject to approval by the Board of Finance and City Council. The proposer may be asked to make one or more presentations as part of the evaluation process.

Responses to this RFP must be received per the schedule outlined in the "Submissions" section of this RFP to be considered. Proposals must be submitted in digital (PDF) format and emailed to emoreau@burlingtonvt.gov.

VI. TERM OF AGREEMENT

Subject to earlier termination as provided hereinafter, the contract shall be for up to three years, beginning February 1, 2021 and ending no later than January 31, 2024.

VII. VENDOR SELECTION

In compliance with the City of Burlington's Procurement Policy, BPRW will evaluate all complete proposals from qualified applicants on the following six criteria, listed below. Applicants will be scored up to a maximum of 100 points based on the following:

1. **Experience & Qualifications;** Applicants will be graded based on previous or current information operations, business legal standing and the experience of the applicant and/or applicants' partners. Consideration will be made to the knowledge of the local community. **(20 pts)**
2. **Operational Knowledge & Innovation;** demonstrates understanding and mastery of the tourism industry, experience in a fast-paced environment, and innovative and creative use of space to maximize the customer's experience **(20 pts)**
3. **Information Center Quality;** demonstrates a variety of information options, **(20 pts)**
4. **Quality, Clarity & Vision for the use of space;** Presentation of proposal materials, as well as proposals that create a vision for how the space will look, function and be utilized **(15 pts)**
5. **References, Business Standing & Prior Lessor Evaluation;** BPRW will contact all references, follow-up with current or previous town/cities tax departments to ensure good standing, and contact current or previous landlords/lessors of rented space the applicant has utilized for place of business **(15 pts)**
6. **Creative Considerations;** BPRW will evaluate those applications that propose infrastructure improvements, creative use of space, any proposed monetary compensation beyond the \$1,000 baseline and the applicants' demonstrated ability to be fair, respectful and considerate of our greater community, partners and customers. **(10 pts)**

VIII. SUBMISSIONS

Submit proposals via email to Erin Moreau, Waterfront Superintendent & Harbormaster, Department of Parks, Recreation & Waterfront, emoreau@burlingtonvt.gov. Label proposals in the email subject line "Information Center RFP Proposal".

There will be an optional site visit for all interested parties on **January 14th from 10am – 11am**. Applicants will have the opportunity to see all of the equipment and space available. Questions concerning this RFP should be directed to Erin Moreau, via email only and received no later than 4:00 P.M. January 18th, 2021. We will post all answers to questions (all names withheld) [on the RFP website](#) for all interested parties to see.

Please submit all final proposals by 4:30 P.M. January 28th, 2021.

Quick Glance Timeline:

January 14th, 10am – 11am: Tour of Information Building Site

January 18th, 4pm - All questions due

January 28th, by 4:30pm – All Proposals Due

IX. CONTRACTING

The Operator, before contract award, shall apply for registration with the Vermont Secretary of State's Office to do business in the State of Vermont, if not already so registered. The registration form may be obtained from the Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1101, PH: 802-828-2363, Toll-free: 800-439-8683; Vermont Relay Service – 711; web site:

<https://www.sec.state.vt.us/>. The contract will not be executed until the Contractor is registered with the Secretary of State's Office. The successful Contractor will be expected to execute sub-agreements for each sub-Contractor named in the proposal upon award of this contract.

Prior to beginning any work, the Contractor shall obtain Insurance Coverage in accordance with the Burlington Contractor Conditions (attachment B in this RFP). The certificate of insurance coverage shall be documented on forms acceptable to the City.

If the award of the contract aggrieves any firms, they must appeal in writing to the City. The appeal must be post-marked within seven (7) calendar days following the date of written notice to award the contract.

X. AGREEMENT REQUIREMENTS

The selected operator will be required to execute a contract with the City on the terms and conditions required by the City, including but not limited those in the Burlington Contractor Conditions (Attachment B) and the attached Draft Agreement (Attachment C).

XI. LIMITATIONS OF LIABILITY

The City assumes no responsibility or liability for costs incurred by parties responding to this Request for Proposals, or responding to any further requests for interviews, additional data, etc., prior to the issuance of the contract.

XII. COSTS ASSOCIATED WITH PROPOSAL

Any costs incurred by any person or entity in preparing, submitting, or presenting a proposal are the sole responsibility of that person or entity. The City will not reimburse any person or entity for any costs incurred.

XIII. INDEMNIFICATION

Any party responding to this Request for Proposals is acting in an independent capacity and not as an officer or employee of the City. Any party responding to this Request for Proposals will be required to indemnify, defend, and hold harmless the City, its officers, and employees from all

liability and any claims, suits, expenses, losses, judgments, and damages arising as a result of the responding party's acts and/or omissions in or related to the submission of the response.

XIV. REJECTION OF PROPOSALS

The City reserves the right to reject any or all proposals, to negotiate with one or more parties, or to award the contract to the proposal the City deems will meet its best interests, even if that proposal is not the highest compensation bid. The City reserves the right to re-advertise for additional proposals and to extend the deadline for submission of the proposals. This Request for Proposals in no way obligates the City to award a contract.

XV. OWNERSHIP OF DOCUMENTS

Any materials submitted to the City in response to this Request for Proposals shall become the property of the City unless another arrangement is made by written agreement between the City and the responding party. The responding party may retain copies of the original documents.

XVI. PUBLIC RECORDS

Any and all records submitted to the City, whether electronic, paper, or otherwise recorded, are subject to the Vermont Public Records Act. The determination of how those records must be handled is solely within the purview of City. All records the responding party considers to be trade secrets, as that term is defined by subsection 317(c)(9) of the Vermont Public Records Act, or that the responding party otherwise seeks to have the City consider as exempt must be identified clearly and specifically at the time of submission. It is not sufficient to merely state generally that a proposal is proprietary, contains a trade secret, or is otherwise exempt. Particular records, pages, and sections which are believed to be exempt must be specifically identified as such and must be separated from other records with a convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 317 of Title 1 of the Vermont Statutes Annotated.

The selected proposer will be required to enter into a binding agreement with the City concerning the details of the services provided that will be in conformance with the City's standardized agreements. This may be in the form of a lease agreement, vendor agreement or a standardized agreement that conforms to City requirements, based on the type of proposal received.