

**ADDENDUM #1 (DTD. 02/12/18) SEE CHANGE TO PRE-PROPOSAL CONFERENCE AND SECTION 3.0 SCHEDULE OF EVENTS**



## **NOTICE OF SOLICITATION**

**SERIAL 180226-ITN**

**INVITATION TO NEGOTIATE: SPONSORSHIP AND PARTNERING PROGRAMS –  
FOR MARICOPA COUNTY THROUGH ITS PARKS AND  
RECREATION DEPARTMENT**

Maricopa County (the County) is accepting proposals from respondents (Respondents) who are interested in partnering to assist Maricopa County, through its Parks and Recreation Department (MCPRD), with the ongoing challenges of developing new programs and expanding existing park and recreation programs, opportunities and initiatives that improve the quality of life for park visitors and provide responsible stewardship of our natural and cultural resources. This Invitation to Negotiate (ITN) will define the general requirements for partnering programs as well as the proposal procedures, evaluation, award criteria, and other factors pertinent to this procurement.

Notice is hereby given that Maricopa County is conducting this ITN electronically through its MCPRD's website [WWW.MARICOPACOUNTYPARKS.NET](http://WWW.MARICOPACOUNTYPARKS.NET). For solicitation purposes only, this ITN is being published through an outside agent, [WWW.BIDSYNC.COM](http://WWW.BIDSYNC.COM).

Respondents may submit a response to this solicitation (Response and/or Proposal) at any time while this ITN is open. This ITN will remain open for submission of Responses for a period of up to one (1) year from the issuance date of February 1, 2018. The County shall have the right to close/end this ITN for submission at any time prior to the completion of the one (1) year period, if it is in the best interest of the County to do so.

**To participate in this ITN, Respondents shall submit their Response electronically via email to MCPRD's Contract Administrator, [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov) with reference to "SERIAL #180226-ITN, SPONSORSHIP AND PARTNERING PROGRAM – FOR MARICOPA COUNTY THROUGH ITS PARKS AND RECREATION DEPARTMENT".**

**No responses are to be submitted through [WWW.BIDSYNC.COM](http://WWW.BIDSYNC.COM).**

Any addenda to this ITN will be posted online at: [WWW.MARICOPACOUNTYPARKS.NET](http://WWW.MARICOPACOUNTYPARKS.NET) and [WWW.BIDSYNC.COM](http://WWW.BIDSYNC.COM).

The Maricopa County Procurement Code (the Code) governs this procurement and is incorporated herein by this reference. Any protest concerning this ITN must be filed with the Procurement Officer in accordance with Section MC1-905 of the Code.

**DIRECT ALL INQUIRIES TO: Emily Miller, Contract Administrator, via email: [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov)**

**THERE WILL BE A PRE-PROPOSAL CONFERENCE on February 22, 2018 at 9:00 10:30 am. Location will be at Lake Pleasant Regional Park, Maricopa County and Parks Department Headquarters, 41835 N. Castle Hot Springs Road, Morristown, AZ 85342.**

~~A call in option can be made available with at least a 24 hour advance notice from potential respondent. Email [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov) for call in information.~~

**Call In: Join meeting from your computer, tablet or smartphone.**

**You can join the meeting from your computer or tablet by logging into the following web site.**

**<https://global.gotomeeting.com/join/146179413>**

**You can also dial in using your phone.**

**United States: +1 (669) 224-3412**

**Access Code: 146-179-413**

Bring a copy of the ITN with you to facilitate the review. Bring a business card to be retained by Maricopa County.

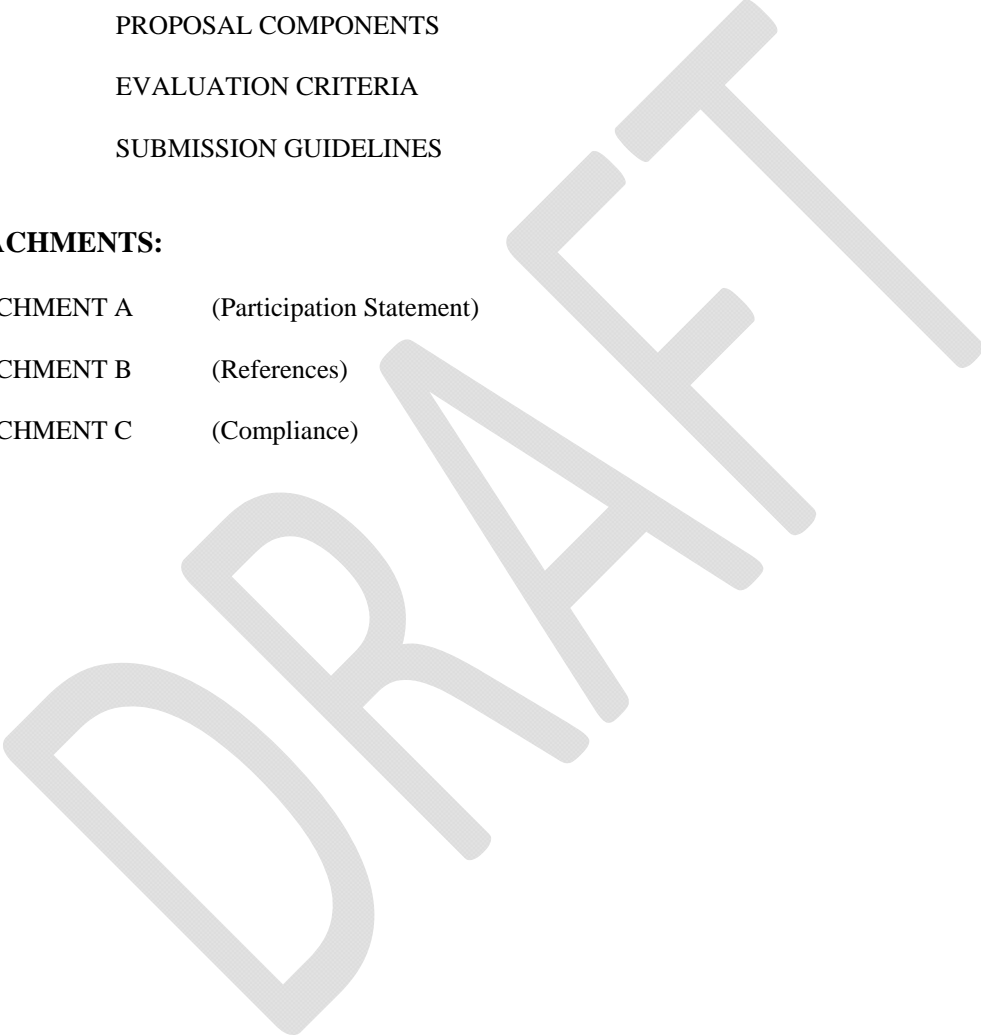
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**INVITATION TO NEGOTIATE: SPONSORSHIP AND PARTNERING PROGRAM – FOR MARICOPA COUNTY THROUGH ITS PARKS AND RECREATION DEPARTMENT**

**1.0 BACKGROUND AND INTENT**

Maricopa County is home to one of the largest regional parks systems in the nation with over 120,000 acres of open space parks that include hundreds of miles of trails, campgrounds, nature centers and the Desert Outdoor Environmental Learning Center at Lake Pleasant Regional Park. Currently, there are 12 regional parks in the system, which were visited by over 2.1 million people in 2017.

MCPRD recognizes that effective partnership agreements have the potential for not only mobilizing additional resources for park and recreation opportunities County-wide, but also promoting greater awareness of those programs, strengthening the variety of opportunities and hence providing greater positive impacts for our park visitors and partners

The intent of this ITN is for MCPRD to enter into agreement(s) with Respondent(s) who are interested in acting as a partner (Partner(s)) to develop new and/or expand existing park and recreation opportunities (referenced as projects, events and/ or programs throughout this ITN). The opportunities developed will establish benefits for the County, the Partner(s), park visitors and residents. Final terms of an agreement will be determined based on negotiations between the County, MCPRD and the successful Respondent(s). Items listed in the response to this ITN may or may not be included in a final agreement.

The County reserves the right to make multiple awards under this ITN.

**2.0 SCOPE OF SERVICES**

A. The scope of recreational opportunities and/or partnerships is intended to set guidelines for the combining and leveraging of resources for developing new and expanding existing opportunities and providing brand exposure for Respondent(s). By sharing resources and using parks, the County and the Partner(s), will be able to achieve strong, comprehensive opportunities to utilize parks in the way that best meets the needs of the recreating public and benefits our Partner(s). Such recreational opportunities include but are not be limited to:

- 1) Outdoor education and recreation programs.
- 2) Special events.
- 3) Stewardship service projects.
- 4) Marketing, awareness and education campaigns.
- 5) Health and wellness opportunities.
- 6) Fund raising opportunities for programs, events and park enhancement projects.

B. The Partner(s) shall work with MCPRD in the annual development of a joint work plan that will list proposed projects and detail planning, coordination, staffing, resources, promotion and marketing efforts needed to implement the projects, to include but not limited to:

- 1) Share expertise, knowledge and talents that will enrich parks' opportunities.
- 2) Provide a platform for collaboration for comprehensive slates of recreation, cultural and educational/ instructional programs and workshops.
- 3) Promote community activities.
- 4) Provide enhancement and stewardship in the form of service projects to help preserve, maintain and sustain the parks, in support of increased use of the parks.
- 5) Jointly plan, organize, coordinate, implement, select and train volunteers for events and/or service projects.
- 6) Act as a catalyst for fundraising in which the proceeds would be donated to park enhancement projects in accordance with appropriate guidelines and procedures for the accepting of said funds.

C. The Partner(s) will be provided with a level of recognition that is commensurate with their sponsorship contributions. Representative commercial and/or marketing benefits/opportunities may include:

- 1) Jointly with MCPRD plan, organize, coordinate, implement and market special collaborative events and programs, all of which are expected to be mutually beneficial to the parties. This may be done through, but not limited to, advertising, branding, events, campaigns, photo libraries, sponsorships, social media, and other forms of marketing, promotions, and communications.
- 2) Opportunity to have company logo or other distinctive advertising displayed on items, i.e. brochures, maps, apparel.
- 3) Opportunity to display company products for sale or services to be provided to the public, i.e. boats, fishing gear, equestrian products, at partnered events, i.e. fishing tournaments, races, expos.
- 4) Opportunities to be mentioned on MCPRD's website and communication as may be applicable to acknowledge partnering of a said event.
- 5) All costs incurred by Partner(s) for commercial and/or marketing will be the responsibility of each Partner.
- 6) Exclusive or semi-exclusive use of or access to park facilities and areas for Partner sponsored programs, events and outings.

### 3.0 **SCHEDULE OF EVENTS**

Invitation to Negotiate Issued: February 1, 2018

Pre-Proposal Conference: February 22, 2018 at ~~9:00~~ **10:30AM**

Location:

Lake Pleasant Regional Park  
Maricopa County Parks and Recreation Department  
41835 N. Castle Hot Springs Road  
Morristown, AZ 85342

~~Call In: 24 hr advance notification to~~ [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov)

**Call In: Join meeting from your computer, tablet or smartphone.**

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**You can also dial in using your phone.**

**United States: +1 (669) 224-3412**

**Access Code: 146-179-413**

Response Submission Timeframe:

February 2, 2018 through February 1, 2019

**All Responses must be received electronically through email:**

**[emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov)**

The proposed timeline of completion of the formal contract culminating with the Maricopa County Board of Supervisors' (Board) approval is no more than one (1) year from selection as the successful Respondent(s). A failure on the part of the successful Respondent(s) to continue negotiations in good faith, i.e. perceived delays in responding back with comments to a proposed draft contract, could result in termination of further negotiation. If this were to occur, the successful Respondent(s) would be notified in writing.

All Proposals submitted and opened are public records and must be retained by the Records Manager at the Office of Procurement Services. If a Respondent believes that information in its Proposal should remain confidential, it shall indicate as confidential, the specific information in its Response and submit a statement with its Response detailing the reasons that the information should not be disclosed. Such reasons shall include the specific harm or prejudice which may arise. The Records Manager of the Office of Procurement Services shall determine whether the identified information is confidential pursuant to the Maricopa County Procurement Code and the Arizona Public Records Law.

#### 4.0 **PROPOSAL COMPONENTS**

To aid in the evaluation, it is desired that all Proposals follow the same general format. The Proposal shall have sections tabbed as below: (Responses are limited to five (5) pages, double sided, 10 point font type).

- A. Table of Contents; and
- B. Letter of Transmittal; and
- C. Proposal - This section should contain the Respondent's philosophy and a summary of services, events, campaigns, programs, among other services that are being proposed in accordance with the scope of services (defined in Section 2.0 above). This should be structured so the Proposal Evaluation Committee (defined below under 5.0) has a clear understanding how your proposed opportunities will be structured, operated and staffed and services provided. The Respondents will be evaluated based on the adequacy of the material submitted in response to the services required as described in Section 2.0 Scope; and
- D. Please provide a statement of Respondent's experience and general background information on the Respondent's firm. Be sure to include such information as years in business; type services performed; location of business; and other pertinent information that would be of interest to the Proposal Evaluation Committee; and
- E. Include experiences where you demonstrated excellence in environmental protection and conservation principles, methods and techniques; and
- F. Include up to three (3) other successful public and/or private partnerships of similar scope; and
- G. List three (3) governmental agencies or private firms with whom you have conducted business transactions during the past three (3) years. References to be listed should be those in which you have conducted similar partnerships (see Attachment B – References); and
- H. Any other information deemed relevant or important for the County to consider; and
- I. Completed Attachment A, Attachment B and Attachment C. Your signed response to the Proposal and Attachment C indicates your agreement to these conditions.

#### 5.0 **EVALUATION CRITERIA**

A committee for evaluation of the Responses (Proposal Evaluation Committee) shall be appointed and chaired by the Contract Administrator to evaluate and score the Proposals based on the Proposal contents.

Additional information may be requested from any or all of the Respondents during the evaluation process. The County reserves the right to reject any or all Proposals. Selection of any Respondent is solely at the discretion of the County. At the County's option, Respondents may be invited to make presentations to the Proposal Evaluation Committee. The MCPRD will conduct negotiations with the highest rated Respondent(s). The following criteria are listed in descending or equal order of importance. The evaluation of bids shall be based on, but will not be limited to, the following:

Alignment to MCPRD's mission and vision and the ability to build upon MCPRD's core values and competencies:

- A. Recreational products/services offered and ability to perform such services including alternate approaches in meeting the recreational needs of the public.
- B. Demonstration of leadership and stewardship of community resources.
- C. Financial or in-kind support for events, trails, preservation or facilities.
- D. Sustainability for a partnership.

The County reserves the right to award in whole or in part, by item or group of items, by section or geographic area, or make multiple awards, where such action serves the County's best interest.

## 6.0 SUBMISSION GUIDELINES

- A. Responses shall be submitted electronically to [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov) within the Response submission time frame:

- o Attachment A
- o Attachment B
- o Attachment C
- o Proposal

- B. Inquiries and Notices:

All inquiries concerning information herein shall be emailed to: [emilymiller@mail.maricopa.gov](mailto:emilymiller@mail.maricopa.gov)

Inquiries may be submitted by telephone (Emily Miller at 928-501-9211) but must be followed up in writing. No oral communication is binding on Maricopa County.

- C. Exceptions to the Solicitation:

The Respondent shall identify and list all exceptions taken to all sections of "SERIAL 180226-ITN SPONSORSHIP AND PARTNERING PROGRAM – FOR MARICOPA COUNTY THROUGH ITS PARKS AND RECREATION DEPARTMENT" and list these exceptions, referencing the section (paragraph) where the exception exists and identify the exceptions and the proposed wording for the Respondent's exception under the heading, "Exception to the PROPOSAL Solicitation, SERIAL 180226-ITN SPONSORSHIP AND PARTNERING PROGRAM – FOR MARICOPA COUNTY THROUGH ITS PARKS AND RECREATION DEPARTMENT." Exceptions that surface elsewhere and that do not also appear under the heading, "Exceptions to the PROPOSAL Solicitation, SERIAL 180226-ITN SPONSORSHIP AND PARTNERING PROGRAM – FOR MARICOPA COUNTY THROUGH ITS PARKS AND RECREATION DEPARTMENT," shall be considered invalid and void and of no contractual significance.

The County reserves the right to reject, determine the Proposal non-responsive, enter into negotiation on any of the Respondent exceptions, or accept these exceptions outright.

D. General Content:

The Proposal should be specific and complete in every detail. It should be practical and provide a straightforward, concise delineation of capabilities to satisfactorily perform the contract being sought.

The Respondent should not necessarily limit the Proposal to the performance of the services in accordance with this ITN but should outline any additional services and their costs if the Respondent deems them necessary to accomplish the program.

E. County Rights:

This ITN does not obligate the County or its departments to award a contract or complete the ITN project, and County reserves the right to cancel, delay or suspend the ITN solicitation if County considers it to be in its best interest. County is not liable for any loss or expense caused by or resulting from the cancellation or rejection of a solicitation, bid, or award. The County further reserves the right to:

- 1) Amend the ITN;
- 2) Allow revision of Proposals after the submission of Proposals and before award for the purpose of obtaining best offers or best and final offers;
- 3) Extend the deadline for submitted Proposals, and waive minor irregularities, informalities, or failure to conform to the ITN;
- 4) Investigate the references of the past performances of any Respondent with respect to successful performance of similar services, compliance with specifications and contractual obligations, and its lawful payment of suppliers, subcontractors, and workers and any other employment related claims;
- 5) Negotiate contractual terms or conditions with Respondents.



ATTACHMENT A

**PARTICIPATION STATEMENT**

RESPONDENT'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

P.O. ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

FAX NUMBER: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

REPRESENTATIVE E-MAIL: \_\_\_\_\_

BY SUBMISSION AND ACCEPTANCE OF THE TERMS AND CONDITIONS AS STATED THROUGHOUT THE INVITATION TO NEGOTIATE, I AGREE TO PARTICIPATE IN COUNTY PROCUREMENT PROCESS PERTAINING TO THE SPONSORSHIP AND PARTNERING PROGRAM. I RECOGNIZE THAT PARTICIPATION IS VOLUNTARY AND THAT I AM NOT OBLIGATED TO PARTICIPATE IN THE OPPORTUNITY PRESENTED, BUT WILL DO SO ON MY AGENCY'S MISSIONS, DESIRES AND PRUDENT BUSINESS DECISIONS. IT IS RECOGNIZED THAT BASED ON FORMAL ACCEPTANCE OF AN AGREEMENT ("CONTRACT") EXECUTED BY MARICOPA COUNTY AND MY AGENCY, I WILL BE RESPONSIBLE FOR COMPLIANCE WITH ALL OF THE TERMS AND CONDITIONS AS STATED IN THE CONTRACT.

\_\_\_\_\_  
RESPONDENT'S SIGNATURE

\_\_\_\_\_  
DATE

**ATTACHMENT B**

**REFERENCES**

List up to three (3) governmental agencies or private firms with whom you have partnered with during the past three (3) years

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

ATTACHMENT C

COMPLIANCE

Respondent hereby certifies that Respondent has read, understands and agrees that acceptance by Maricopa County of the Respondent's Proposal, that the Proposal, may be incorporated into a binding Contract. Respondent agrees to fully comply with all terms and conditions as set forth in the Maricopa County Procurement Code, and amendments thereto, together with the specifications and other documentary forms herewith made a part of this specific procurement.

**BY SIGNING THIS PAGE THE SUBMITTING RESPONDENT CERTIFIES THAT THE RESPONDENT HAS REVIEWED THE ADMINISTRATIVE INFORMATION WITHIN THIS ITN AND AGREES TO BE CONTRACTUALLY BOUND BY THE TERMS AND CONDITIONS AS OUTLINED IN THE FINAL CONTRACT WHEN EXECUTED BY MARICOPA COUNTY .**

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Small Business Enterprise (SBE)

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\_\_\_\_\_  
RESPONDENT (FIRM) SUBMITTING PROPOSAL

\_\_\_\_\_  
FEDERAL TAX ID NUMBER

\_\_\_\_\_  
DUNS #

\_\_\_\_\_  
PRINTED NAME AND TITLE

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
TELEPHONE

/\_\_\_\_\_  
FAX #

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
DATE

\_\_\_\_\_  
WEB SITE

\_\_\_\_\_  
EMAIL ADDRESS