

**REQUEST FOR PROPOSALS  
FOR  
THE LEASE AND OPERATION OF  
THE PRICKLY PEAR MOTOCROSS FACILITY  
THE CITY OF CASPER  
CASPER, WYOMING 82601**

The City of Casper, Wyoming, is seeking proposals from individuals or groups to lease and operate the 65 acre, more or less, motocross racing facility located off of East Road in North Platte River Park. The proposals should be designed to provide the City with a clear understanding of the individuals, or groups, qualifications to operate the facility. Please respond to the Request for Proposals with the intent of portraying to the selection committee that you are the most qualified, willing and able to successfully operate the motocross facility. Individuals or groups responding will be evaluated and a short list developed for formal interviews to be conducted at a later date. Five copies of the written proposals shall be submitted to Randy Norvelle, Parks Manager, Parks & Recreation Department; 1800 East "K" Street by 4:00 p.m. on or before March 1<sup>st</sup>, 2019.

**I. General Criteria for Evaluating Qualification Statements.**

**Experience:** The experience of the principal parties should be documented, in particular, any experience in operations similar to that proposed by the City of Casper. This experience will be examined on the basis of the following:

1. Experience in motocross racing and/or track management;
2. Related experience in finance, promotions and management; and,
3. Specific information which might support the ability to manage the operations, promotion, and finances of the operation.

**Expertise:** Provide any information that may indicate specific expertise in the following areas. Professional references shall be provided wherever practicable.

1. Track Operations;
2. Track Finances;
3. Event Promotions; and
4. Motorcycles.

**Workability:** Provide information that would indicate the demonstrated ability to work with a diverse group of individuals and/or groups and agencies.

**Special Qualifications:** The qualification statement shall identify any specific qualifications which might make the respondents uniquely qualified to provide the requested services. These may include similar work experience related to another community of similar size, unique familiarity with local racers, etc.

## **II. Introduction and Background**

The City of Casper is soliciting this request for proposals with the intent of leasing the facility to the individual or group which is most qualified and able to operate the facility for the purpose of motocross and other suitable events for the enjoyment of the spectators and participants. It is also the intent of the City that the facility be solely self-sustaining, with no direct or indirect City subsidy required to sustain the operation.

## **III. Property**

The Prickly Pear Motocross Facility is located at 2177 East Road which is within Section 34, Township 34 N, Range 79 W and is more specifically described as:

The NE  $\frac{1}{4}$  of the NW  $\frac{1}{4}$  and the NW  $\frac{1}{4}$  of the NW  $\frac{1}{4}$  of Section 34, Township 34 N, Range 79 W, excepting therefrom the west 500 feet of the NW  $\frac{1}{4}$  of the NW  $\frac{1}{4}$  of Section 34 and containing 64.85 acres, more or less.

## **IV. Materials/Information to be Provided by the City of Casper**

The City of Casper has invested in excess of \$100,000 in improvements to the Motocross facility during the approximate 26 years of its existence. During that period, the track has been operated exclusively by lease agreement with various individuals and groups. Principal expenses to the operation include prize monies, advertising, repair and upkeep, insurance, sales tax, equipment rental and restroom servicing.

The City will make available all physical fixed assets currently on the premises that have been paid for and installed by the City of Casper, specifically the waterline that supplies non-potable water to the facility. Other investments by the City have been material hauling and the installation and upkeep of the access road.

All remaining site improvements have been paid for or installed by the Casper Dirt Riders, Inc. and past operators. The buildings and all the equipment used to conduct the races, including the start gate, are considered temporary in nature and may be removed by the current operator.

**V. Operation Plan**

Submit a proposed operation plan to include such things as number and type of events, staffing levels, concessions, etc.

**VI. Financial Plan**

Submit a proposed plan with financial projections, revenue sources and expenses.

**VII. Recommendations**

Make specific recommendations requested for proposed physical and operational improvements to the facility. In addition to providing specific steps to be taken to address the concerns identified, an analysis of the costs and suggested method of payment should be addressed.

**VIII. Contract**

The person or group selected will be required to sign a lease agreement with the City.

**IX. Submission of Proposals**

The proposal should respond to all information requested in the RFP. Any other information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are provided, the document and page number shall be referenced.

**X. Criteria for Selection**

All proposals received shall be subject to evaluation by a Selection Committee comprised of City staff, a City Council representative, a Leisure Services Advisory Board representative, and others, as may be determined later. The evaluation shall be made for the express purpose of selecting the proposal that most clearly meets the RFP requirements. The following areas will be considered in the selection:

1. Understanding of the RFP: Refers to the understanding of the City of Casper's needs, objectives of the RFP, and the nature and scope of the operation.
2. Qualifications: This includes the ability to meet the needs of the RFP.
3. Soundness of Approach: Emphasis shall be placed on stated techniques for operating the facility with realistic financial goals, and the maintenance, upkeep and improvements to the facility.

4. Cooperative Process: This refers to the understanding, expression, and historical experience that demonstrates a sensitivity to the need for developing a spirit of cooperation between the user group, the public and the operator.

#### **XI. Interviews**

City staff will review all proposals and select maximum of five for interviews by the Selection Committee. Upon completion of the interviews, one group or individual will be selected. Final selection will be made by the City Council through the execution of a lease agreement.

#### **XII. Lease Fees**

The lease for the facility shall be One Hundred Dollars (\$100.00) which is generally based upon a priority that maximizes the ability of the leasehold to sustain the operations with no City subsidy required. The fee will, at a minimum, include the recapture of direct costs that might be incurred by the City for the operation of the facility.

#### **XIII. Contract Award**

The City of Casper reserves the right to accept, reject, or request changes in any proposal.

#### **XIV. Addenda to the Request for Proposals**

In the event that it becomes necessary to revise any part of this RFP, addenda will be provided to all persons who have received this Request for Proposals.

#### **XV. Late Proposals**

Late proposals will not be accepted. It is the responsibility of the interested parties to ensure that the proposal arrives on, or prior to March 1<sup>st</sup> 2019.

#### **XVI. Response Material Ownership**

The material submitted in response to the RFP becomes the property of the City of Casper and will only be returned at the City's option. Responses may be reviewed by any person after the final selection has been made. The City of Casper has the right to use any or all ideas presented in reply to this request. Disqualification of a respondent does not eliminate this right.

## **XVII. Acceptance of Proposal Content**

The contents of the proposal of the successful respondent may become contractual obligations, if the City of Casper wishes to execute a contract based on the submitted proposal. Failure of the successful respondent to accept these obligations in a contract may result in cancellation of the award.

## **XVIII. Reference Checks**

The City of Casper reserves the right to contact any reference, or any persons or organizations listed in the documents for information which may be helpful to the City in evaluating the respondent's previous performance.