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Title: Award a concession agreement for the operation and maintenance of Camp Fresno and Camp Fresno Jr. at Dinkey Creek, California, to Jarrod and Jennifer Deaver (RFP File 9356)
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REPORT TO THE CITY COUNCIL

March 3, 2016

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SUBJECT

Award a concession agreement for the operation and maintenance of Camp Fresno and Camp Fresno Jr. at Dinkey Creek, California, to Jarrod and Jennifer Deaver (RFP File 9356)

RECOMMENDATION

Staff recommends that the City Council award a concession agreement to Jarrod and Jennifer Deaver and authorize the PARCS Director or designee to execute the concession agreement to operate and maintain Camp Fresno and Camp Fresno Jr. for a period of three (3) years, with up to two (2) one-year extensions, substantially in the form included with the Request for Proposal (RFP).

EXECUTIVE SUMMARY

The City of Fresno Parks, After School, Recreation and Community Services Department (PARCS) has contracted the operation and maintenance of Camp Fresno and Camp Fresno Jr. for the past 32 years. A Request for Proposals was advertised on January 8, 2016. On January 26, 2016 one proposal was received. The proposers, Jarrod and Jennifer Deaver, have the experience and meet the criteria specified in the proposal and staff recommends awarding the concession agreement to the Deavers for the operation and maintenance of Camp Fresno and Camp Fresno Jr. for a three-year term.

BACKGROUND

Camp Fresno is a municipal mountain campground approximately 45 miles northeast of Fresno. The City of Fresno obtained a Special Use Permit from the U.S. Forestry Department on May 28, 1926, for approximately 34 acres of land along Dinkey Creek, and opened the area two years later as a municipal campsite. Over the next forty years, over 70 permanent and temporary structures were built on the site. Camp Fresno consists of 22 two-bedroom cabins and 29 one-bedroom cabins. Another four acres were added for Camp Fresno Jr. in 1956, making the total camp 37.24 acres. Camp Fresno Jr. currently offers group housing to accommodate up to 90 people, including two dorms, three cabins, a dining pavilion and a fully equipped kitchen.

The operation and maintenance of the camps has been contracted out to various concessionaires for the past 32 years. Any concessionaire selected to operate Camp Fresno needs to have a working knowledge of campground facilities, facility maintenance, recreational activities and an ability to work with the U.S. Forest Service.

A Request for Proposals for the Concession was advertised in the Business Journal on January 8, 2016. Eight sets of specifications were distributed to prospective proposers. Bids were publicly opened on January 26, 2016, and one response was received from Jarrod and Jennifer Deaver, who have operated the camp for the last three years as a subcontractor. The percentage of gross receipts being offered by Jarrod and Jennifer Deaver is 10%, which is equal to the current contract percentage. Outreach was performed to find out why only one proposal was received when three had attended the pre-proposal conference. During the outreach, staff found that due to the location and the tasks involved, other potential proposers did not wish to submit for the entire scope of the project. The other potential proposers expressed interest in the maintenance and housekeeping of the camp, but not the additional responsibilities of taking reservations and daily operations.

The Proposal Review Committee reviewed and evaluated the proposal on the following criteria:

- Cost as shown on the proposal form.
- Ability to meet the stated service requirements.
- Past Performance and Experience based on references and experience shown on “Statement

of Qualifications and Experience”

- Conformance to the terms and conditions of the RFP

The Deavers’ and their staff operate and maintain the Dinkey Creek Store, Inn and Chalets which are located adjacent to the camp. They have operated Camp Fresno since 2013, after they took over operations under a sublease from the previous concessionaire Dennis & Kimberly Beard. The Beards notified the City on August 27, 2012, that they desired to retire, even though their concession agreement was still in effect. The Beards requested to assign/sublease their agreement to their employees, the Deavers, for the remainder of their term, in order to ensure a smooth transition. The amendment authorizing the sublease was approved by Council on November 1, 2012. Staff recommends award to Jarrod and Jennifer Deaver due to their three years of experience in the operation and maintenance of Camp Fresno and Camp Fresno Jr.

ENVIRONMENTAL FINDING

This is not a “project” for the purposes of CEQA pursuant to CEQA Guidelines Section 15378.

LOCAL PREFERENCE

Local preference was not implemented because the Deavers were the sole bidder on this RFP.

FISCAL IMPACT

The proposed concession agreement requires that a concession fee in the sum of 10% of gross rental receipts, plus 100% of all improvement fees which are charged in accordance with the City’s Master Fee Schedule (MFS), be paid monthly to the City. Fees were adjusted on January 1, 2016, to generate funds for needed capital infrastructure improvements. The 10% of gross rental receipts is anticipated to generate approximately \$19,600 annually, based on projected gross receipts of \$196,000. PARCS also estimates that the improvement surcharges outlined in the MFS will produce an additional \$55,600, bringing total concessionaire-generated capital improvement funds to approximately \$75,200 annually.

Attachments:

Request for Proposals

List of Proposers

Evaluation and Committee Report