



## **Request for Proposal**

**RFP-5293-23-KF**

### **Pool Naming Rights and Therapy Provider for the New Upcoming City of Grand Junction, CO Community Recreation Center (CRC)**

**RESPONSES DUE:**

October 6, 2023, Prior to 2:00 p.m. (Mountain Time)

**Accepting Electronic Responses Only**

**Submitted Through the**

**Rocky Mountain E-Purchasing System (RMEPS)**

<https://www.bidnetdirect.com/colorado/city-of-grand-junction>

(Purchasing Agent does not have access or control of the Vendor side of RMEPS. If website or other problems arise during response submission, Offeror MUST contact RMEPS to resolve issue prior to the response deadline 800-835-4603)

**NOTE: All City solicitation openings will be held virtually,  
information in Section 2.3**

**Purchasing Agent:**

Kathleen Franklin, Senior Buyer

[kathleenf@gjcity.org](mailto:kathleenf@gjcity.org)

970-244-1513

# **REQUEST FOR PROPOSAL**

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# REQUEST FOR PROPOSAL

## SECTION 1.0: PROJECT SUMMARY

- 1.1. Purpose:** The City of Grand Junction, Colorado on behalf of the Parks & Recreation Department, is initiating this Request for Proposal (RFP) to solicit proposals from therapy providers interested in providing a therapy Clinic and obtaining naming rights for a set term of years at the Community Recreation Center (CRC) pools. A legal relationship, the exact extent to be determined by the City, is being solicited in accordance with the terms and conditions of this RFP.
- 1.2. Information:** The City of Grand Junction is the largest City in Western Colorado and serves as a hub for transportation between Denver and Salt Lake City. The population of Grand Junction is estimated at 68,034 (*July 1, 2022*) residents with the larger Mesa County area hosting a population over 158,000. The Parks and Recreation Department offers an extensive system including 45 parks (35 developed, 4 undeveloped and 6 school grounds that double as parks), 25 playgrounds, 24 park shelters, 5 indoor recreation facilities including the Orchard Mesa Pool, Lincoln Park Hospitality Suite, the Bookcliff Activity Center, the Lincoln Park Barn, and the Senior Recreation Center, a multitude of outdoor facilities which include the Lincoln Park-Moyer Pool, 2 City Cemeteries, Amphitheater at Las Colonias and the Lincoln Park Stadium Sports Complex. A complete listing of the parks and recreation system is described in the Activity Guide, available on the City website link at [GJCity.org](http://GJCity.org).

On April 4, 2023, City voters approved a sales tax increase and debt financing to fund the construction of the CRC.

In April 2021, voters approved the sale of cannabis in the City. A tax on cannabis sales is dedicated to funding the priorities in the Parks, Recreation and Open Space (PROS) Master Plan. The highest priority of the PROS Master Plan is the CRC. The City Council adopted the PROS Master Plan in January 2021. City Council also adopted the CRC Plan in November of 2022. Both plans are publicly available on the City website as well as a full background on the planning process. The “*2022 Grand Junction Community Recreation Center (CRC) Plan*” attached as Appendix 2 to this RFP provides information related to facility size, layout, elevations, and renderings are included.

The City selected [Barker Rinker Seacat Architecture \(BRS\)](#) as the design firm for the CRC project.

As a part of the exciting new facilities, if the right relationship is presented, the City would like to include a therapy clinic with dedicated therapy space (Therapy Clinic) in the CRC. Therapy patients could have use of the approximate 83,000 square foot multi-purpose recreation center for therapeutic treatment, recovery, and long-term health improvement.

Additionally, naming rights are available for the same therapy provider for the CRC pools. The City intends to license the naming rights for the entire CRC pools area.

The average daily attendance at of the CRC is projected to exceed 1,100 unique users. When an injury occurs or rehabilitation is needed, awareness about where to receive treatment will be heightened by the public with the presence of a Therapy Clinic at the CRC. Instead of receiving treatment in a hospital or hospital like setting, therapy patients could meet with medical providers and receive treatment at the CRC.

The City intends that the CRC will be a principal place where Grand Junction residents will go to improve their health. Additionally, the CRC will serve to communicate to the community that the CRC is, or should be considered to be, a wellness center, where opportunities are provided for healthy and active living. A synergy of wellness and recreation will provide lasting long-term benefits to the Grand Junction community.

- 1.3. Information on this RFP Process:** The City has engaged in some discussion with some therapy providers to discern interest in the potential for the CRC to include a Therapy Clinic. Those providers are encouraged to respond to the solicitation/make proposals. Any provider(s) that the City did initially discuss the concept with is encouraged to respond; however, no respondent shall have a basis to claim unfair advantage as this RFP, and the responses to it provide the process by which the City will determine interest and final selection, if any. The proposal which produces the best possible collaboration between the therapy provider and the purchaser of the pool naming rights and the City and is in the community's best interest as determined by the City in its sole and absolute discretion will be pursued.

The City is currently in schematic design for the new CRC. If a Therapy Clinic is to be included in the final design, the City needs to determine such by the end of this solicitation process.

**1.4. Project Term:**

- 1.4.1.** Therapy Clinic and exclusive CRC pool naming rights will be for a term of ten (10) consecutive years. The proposed commencement date is December 1, 2025, through December 31, 2035. Upon mutual agreement between the therapy provider and the City, provisions for up to three (3) possible ten (10) year renewals.

If necessary, as determined by the City it may negotiate another initial term and/or renewal term(s) prior to license agreement execution.

**1.5. Attached Documents:** (Click Links for Access)

**Appendices**

Appendix 1 – [Draft License Agreement](#)

Appendix 2 – [2022 Grand Junction Community Recreation Center \(CRC\) Plan](#)

Appendix 3 – [Terms and Conditions](#)

Appendix 4 – [Insurance Requirements](#)

## SECTION 2.0: INSTRUCTIONS TO OFFERORS

- 2.1. Submission:** Proposals shall be formatted as described in Section 3.0. ***Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing System website link: (<https://www.bidnetdirect.com/colorado>).*** *This site offers both “free” and “paying” registration options which allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take to 24 hours to process. Please Plan accordingly.)* Please view the “**Electronic Vendor Registration Guide**” at <https://www.gjcity.org/501/Purchasing-Bids> for details. (Purchasing Agent does not have access or control of the Vendor side of RMEPS. If website or other problems arise during response submission, Offeror **MUST** contact RMEPS to resolve issue prior to the response deadline **800-835-4603**).
- 2.2. Purchasing Agent:** The City has appointed Kathleen Franklin, Senior Buyer [kathleenf@gjcity.org](mailto:kathleenf@gjcity.org) responsible for the conduct of this procurement:
- All inquiries, concerns, clarifications, or communication pertaining to this solicitation, including process, specifications, project scope, must be in writing to the Purchasing Agent.
- 2.3. Solicitation Opening:** To participate in the solicitation opening, please utilize the following information and meeting link:
- “Pool Naming Rights and Therapy Provider for the New Upcoming City of Grand Junction, CO Community Recreation Center (CRC) RFP-5293-23-KF”***
- Oct 6, 2023, 2:00 – 2:30 PM (America/Denver)***
- Please join the meeting from a computer, tablet, or smartphone.  
<https://meet.goto.com/424829757> (meeting link)
- Dial in using a phone.  
Access Code: 424-829-757  
United States: [+1 \(646\) 749-3122](tel:+16467493122)
- Join from a video-conferencing room or system.  
Meeting ID: 424-829-757  
Dial in or type: 67.217.95.2 or [inroomlink.goto.com](https://inroomlink.goto.com)  
Or dial directly: [424829757@67.217.95.2](tel:424829757) or [67.217.95.2##424829757](tel:67.217.95.2424829757)
- Get the app now and be ready when your first meeting starts:*  
<https://meet.goto.com/install>
- 2.4. Required Review:** Offerors should thoroughly review all solicitation documentation, including scope, specifications, project requirements. It’s important to also understand all other associated requirements, instructions, rules, regulations, laws, conditions, statements, and procurement policies related to both the solicitation process and the Project/Services outlined in this RFP.
- 2.5. Addenda:** Official response to questions, interpretations, corrections and changes to this solicitation or extensions to the opening/receipt date shall be made by a written Addendum to the solicitation by the Purchasing Agent. Sole authority to authorize addenda shall be vested in the Purchasing Division. Addenda will be issued electronically through the *Bidnet Direct Rocky Mountain E-Purchasing System* website at <https://www.bidnetdirect.com/colorado/city-of-grand-junction>. Offerors must acknowledge receipt of all addenda in its proposals.

## 2.6. RFP Time Schedule:

- Request for Proposal available September 6, 2023
- Inquiry deadline, no questions after this date September 20, 2023
- Addendum Posted September 22, 2023
- Submittal deadline for proposals October 6, 2023
- Begin / Complete Evaluations Week of October 9, 2023
- Clarifications / Negotiations Week of October 16, 2023
- Tentative Date for City Council Approval of Final License Agreement November 1, 2023
- Complete Design and Build-to-Suit Therapy Clinic November 2023 – February 2024
- Break Ground and Begin Construction April – July 2024
- Grand Opening of CRC 4<sup>th</sup> Quarter 2025

**SECTION 3.0: PREPARATION AND SUBMITTAL OF PROPOSAL**

**3.1.** The City requests that proposals be formatted as directed in this section. Offerors are required to indicate its interest in this Project, show its specific experience and address its capability to enter into a legal relationship with the City as described in the License Agreement herein. For proper comparison and evaluation, the City requires all proposals be formatted **A to E**:

**A. Cover Letter:** Briefly explain the therapy provider’s interest in the project. The letter shall contain the name/address/phone number/email of the person who will serve as the therapy provider’s principal contact person and shall identify individual(s) who will be key personnel of the therapy provider to support the proposed Therapy Clinic. The statement shall bear the signature of the person having proper authority to make formal commitments on behalf of the therapy provider. By submitting a response to this solicitation, the therapy provider agrees to all requirements herein.

**B. Proposal:** Briefly describe approach to the response/offering of services and purchase of naming rights. Identify personnel who will be working the City on the CRC design and the build-to-suit Therapy Clinic. Describe any other considerations the Therapy Provider would like to see in order to maximize the success of the offering of the Therapy Clinic services.

**C. Credentials:** Offeror will provide a statement of qualification, experience, credentials and otherwise described the Offeror’s capability to provide a Therapy Clinic at the CRC.

**D. Changes:** Please describe suggested modifications to the draft License Agreement and/or please propose any design changes for Therapy Clinic. The selected therapy provider, if any, will have an opportunity for collaboration with project architects, engineers, and construction team to align with the clinic and therapy provider requirements and needs.

**E. Additional Data (optional):** Provide any additional relevant information.

**3.2. Key Elements**

**3.2.1.** Offeror is a certified therapy provider licensed to provide services in the State of Colorado.        YES    OR    NO

**3.2.2.** Offeror will contribute to the tenant improvement finishes as outlined in the license agreement. YES    OR    NO

**3.2.3.** Is the Offeror Therapy Provider willing to sign the draft license agreement assuming successful finalization of terms?        YES    OR    NO

**3.2.4.** Contribution to Secure Naming Rights for the CRC Pools

\$ \_\_\_\_\_

Contribution Amount Written:

\_\_\_\_\_ dollars.

**3.2.5.** Base annual contribution for the initial term ten (10) years of the license for Therapy Clinic as shown in the draft license agreement.

\$ \_\_\_\_\_

Contribution Amount Written:

\_\_\_\_\_ dollars.

## SECTION 4.0. EVALUATION CRITERIA AND FACTORS

- 4.1. Overview:** An evaluation committee established by the City will review all qualified responses and select the proposal(s) which best demonstrate the capability in all aspects to be a Therapy Clinic provider and possess the integrity and reliability that will ensure full faith and full performance.
- 4.2. Intent:** Only Offerors who meet the qualification criteria will be considered. Therefore, it is imperative the submitted proposal clearly indicate the Offeror's ability to provide therapy services and financial capacity for the purchase of naming rights.
- 4.3. Evaluation Summary:** Proposals will be prioritized based on the categories described below. The City reserves the right to reject any and all portions of proposals and take into consideration past performance.

### *Evaluation Criteria and Weighted Value*

- Understanding of the Project and Objectives thirty **(30) %**  
(Therapy provider's ability to demonstrate a thorough understanding of the City's goals pertaining to this specific Project.)
- Ability to operate a CRC onsite therapy clinic thirty **(30) %**  
(Therapy provider's proven proficiency in the successful completion of similar projects.)
- Naming right contribution for the CRC pools forty **(40) %**  
(Therapy provider has provided a clear interpretation of the City's objectives in regard to the project)

- 4.4. Shortlisting Offerors:** The City expects to follow the process below to shortlist proposals. The City reserves the right to modify this process if it is in the best interest of the City.
- All proposals will be reviewed for compliance with mandatory requirements as outlined in in this RFP. Proposals deemed non-responsive will be eliminated from consideration. The Purchasing Agent may contact Offerors for clarification of its proposal.
  - Committee members will independently evaluate and score proposals and submit scores back to the Purchasing Agent. Scores will be entered into an Evaluation Matrix to assist in analyzing and prioritizing the responsive proposals.
- 4.5. Negotiations:** The City may undertake negotiations with the top-rated therapy provider(s) and will not negotiate with lower rated therapy provider(s) unless negotiations with higher rated therapy provider(s) have been unsuccessful and terminated.
- 4.6. Award:** Therapy provider shall be ranked based on the criteria listed in Section 4.3. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the therapy provider.



**SECTION 5.0. SOLICITATION RESPONSE FORM**

**RFP-5293-23-KF “Pool Naming Rights and Therapy Provider  
for the New Upcoming City of Grand Junction, CO Community Recreation Center (CRC)”**

*Offeror must submit entire Form completed, dated, and signed.*

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*The City reserves the right to accept any portion of the services to be performed at its discretion.*

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The undersigned has thoroughly examined the entire Request for Proposal and therefore submits the attached Proposal. This Proposal is firm and irrevocable for ninety (90) days after the time and date set for receipt of proposals.

The undersigned Therapy Clinic Services Provider accepts and agrees, in accordance with the *terms and conditions contained in this Request for Proposal*, that it is prepared, ready and willing to perform and provide services and to acquire naming rights as described in the attached Proposal, if the same is accepted by the City.

The undersigned Proposer acknowledges the right of the City to reject any and all Proposal(s) submitted and to waive any informality(ies) and irregularity(ies) therein in the City’s sole discretion.

By submission of the Proposal, each Offeror certifies, and in the case of a joint Proposal each party thereto certifies as to its own capability, that the Offer has been arrived at independently, without collusion, consultation, communication, or agreement as to any matter relating to the Proposal with any other Proposer or with any competitor.

Prices in the Proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in the Proposal have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or Therapy Provider to submit a proposal for the purpose of restricting competition.
- The person(s) signing the Proposal certifies it is a legal agent of the Therapy Provider, authorized to represent the Therapy Provider and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.

**RECEIPT OF ADDENDA:** the undersigned Therapy Provider acknowledges receipt of Addenda to the Solicitation, Specifications, and other License Agreement Documents.

**State number of Addenda received:** \_\_\_\_\_

It is the responsibility of the Offeror to ensure all Addenda have been received and acknowledged.

\_\_\_\_\_  
Therapy Provider Name – (Typed or Printed)

\_\_\_\_\_  
Authorized Agent – (Typed or Printed)

\_\_\_\_\_  
Authorized Agent Signature

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Address of Therapy Provider

\_\_\_\_\_  
E-mail Address of Agent

\_\_\_\_\_  
City, State, and Zip Code

\_\_\_\_\_  
Date