



## REQUEST FOR PROPOSAL MARINA COMMERCIAL VENDORS

**SUBMISSION DEADLINE: October 1, 2022 at 4:00 PM**, submitted to the Village of Sister Bay Administrative Office located at 2383 Maple Dr. Sister Bay WI, 54234.

All questions concerning this solicitation should be directed to Julie Schmelzer, Village Administrator at [julie.schmelzer@sisterbaywi.gov](mailto:julie.schmelzer@sisterbaywi.gov).

### Introduction

The Village of Sister Bay is soliciting proposals for commercial vendor services at the Sister Bay Marina. The Marina leases dockage for commercial vessels, as well as provide kiosk space to commercial tenants in order to provide casual visitor access to the water for the non-boat owning public.

Examples of Commercial Vendor services could include: Dinner Cruises, Sight Seeing Tours, Boat/Jetski rental, Parasailing, Jetpack/Jetboard rental, Scuba Diving, Glass Bottom Boat tours, or other novel water experiences designed to facilitate casual use of or experience on the waters of Green Bay.

### I. Instruction to Bidders

- All respondents must submit contact information including: Business Name, Contact Person, Corporate Ownership, Address, Phone Number, Email, website.
- All costs associated with submission of this RFP are the sole responsibility of the respondent.
- It is assumed that multiple awards of space will be granted. The Village reserves the right to add commercial slips, or to take slips away from the total number available.
- All submissions are considered public record, and as such, may be searched or requested by members of the public.
- The Village of Sister Bay offers no guarantee of financial success to the respondents, and respondents should use their own business acumen to

determine if they are engaging in a financially viable enterprise. The Village will not provide additional accommodations, waiver of regulations, or marketing support.

- This is a Request for Proposals, not an invitation to BID: Responses will be evaluated on the basis of the relative merits of the proposal.

## **II. Submission Materials**

The following should be incorporated into each submission:

**General Information.** Business Name, Contact Person, Corporate Ownership, Address, Phone Number, Email, website, insurance information (if you are awarded, you will be required to name the Village as an additional insured). Please include a narrative introducing the company, its history of operation, captains/relevant staff, total number employed, average wage rates paid to employees, capacity to service the public, and projected number of customers to be served each month of operation for the 3-year length of the contract (plus auto renewals).

**Quality of Business Proposal.** A narrative explaining how your business proposal is meaningful and relevant to Sister Bay. Respondants should communicate how the business or service fits within the current atmosphere of the Sister Bay Marina.

**Prior Experience.** A narrative explaining prior experience with Marina Commercial services, and/or other similar business activities which would demonstrate proficiency with operating a marina commercial service business.

**Quality of Equipment.** A narrative and photographs demonstrating quality of equipment. Information regarding slip requirements should be included in this section, including length, berth, draft, and any other considerations in the physical placement of your vessel/vessels that we should be aware of. Vessel capacity, as well as the means by which your service can load, travel, unload, clean, and be ready for a subsequent loading should be provided (total available seats/day)

**Marketing Commitment.** A narrative, graphs, and objective data demonstrating a commitment to marketing of the Marina Commercial Vending operation. Please include the following information:

- Your proposed 2023 marketing plan, including your marketing budget.
- Samples of rack cards, print ads, radio spots, or web based advertising materials.
- Social Media marketing campaign, demonstrated by page likes, shares, and page views. This should be included if you are an existing business operator in Sister Bay or elsewhere.
- Online booking is encouraged.

**Sister Bay Resident.** A record showing ownership in YOUR NAME of real property in the incorporated limits of the Village of Sister Bay.

**Door County Resident.** A record showing ownership in YOUR NAME of real property within the limits of Door County.

**Existing Operator.** A verifiable statement that you were a Commercial Vendor with the Marina during the 2022 season.

**Duration of Operation.** A schedule showing Seasonality, days of the week, and hours of operation. You will be expected to operate under all of these hours unless in the event of inclement weather (as confirmed by the national weather service).

**Quality of Service.** A narrative demonstrating the quality of the customer experience. Please provide the following as evidence of the quality of service that your operation will deliver:

- A narrative on the customer experience. Describe wait times, booking practices, availability of seats/equipment, and a summary of “what happens” when the customer is aboard. Where do you go? What do you do? How long do you do it? should all be answered.
- Yelp Reviews, Facebook Comments, Satisfaction Surveys or other customer feedback would be indicative of the objective material sought. Please provide at least 10 customer reviews.

- Please provide pricing information, any seasonal rate adjustments, marketing discounts, and other financial information which the selection committee may use to determine if the operation provides “value” to the Marina.
- Please provide information regarding competence of staff, training provided (such as the Door County Tourism Ambassador Certification), and levels of licensing, certification, or education they hold.

### **III. Contract Period**

Successful respondents will be offered an award of a **3-year contract, with an automatic 2-year renewal based on adherence to Marina Rules and Regulations.**

### **IV. Rates:**

Rates for Commercial Leases will be reviewed on an annual basis by the Marina Committee, and any adjustments will be confirmed by the Village Board. Rates are subject to change. Any increases in rates will not be grounds for termination of a contract to provide commercial vendor services.

### **V. Evaluation and Selection**

The Village has established an evaluation instrument for proposals containing criteria valued on a weighted basis scale of 0-5 for each rating category. Each committee member will be an evaluator, and an average will be calculated based on the scores assigned by the committee members. The average score will be evaluated against the average scores from other submissions to determine to whom to award a contract.

Competition The committee may assign similar operator contracts. Subjective ideas such as “sail tour operator” may not be the same idea categories that the committee chooses to assign during this award period. The committee may also choose to award contracts to more than one operator of a particular type of vessel, if that vessel is or is not used in a different manner. An example would be a motor tour operator and a dive tour operator. Both use a motor vessel, but conduct their tours in slightly

different ways. Motor operators that use different draws may be another example, such as a “dancing cruise” versus a “sightseeing cruise”.

### Selection Criteria

The criteria are used as rating categories:

1. Quality of Business Proposal: 20%
2. Prior Experience: 10%
3. Quality of Equipment: 20%
4. Marketing Content: 10%
5. Sister Bay Property Resident: 5%
6. Door County Resident: 5%
7. Existing Operator: 10%
8. Duration of Operation: 10%
9. Quality of Service: 10%

A copy of the scoring rubric is attached.

Upon final selection, all respondents will be notified by the Village, via mail.

The Village reserves the right to accept or reject any or all responses, to award on the basis of merit alone, and to act in its best interests and the interests of the public.

If at any point in the review process, any proposal found to be substantially non-responsive will be dropped from further consideration.

The Village, at its sole election, may require presentations by respondents clearly in consideration for award. Other submissions, certifications, or affirmations may be required, as appropriate.

The Village reserves the right to make an award, or multiple awards to the same party, or to reject any or all proposals based on what it considers to be its best interests.