



Request for Proposal (RFP)

by: Paul Moller

for: Marokopa Holiday Park and adjacent site lease or operations management

ref: 500/22/029

| | |
|--------------------------------|-------------------------------|
| RFP released: | 10 November 2022 |
| Site Inspection | 28 November 2022 |
| Deadline for Questions: | 30 November 2022 |
| Deadline for Proposals: | 16h00 14 December 2022 |

Waitomo District Council
Queen Street
Te Kuiti

A bit about us

This RFP is issued by Waitomo District Council, referred to below as “WDC” or “the Buyer” or “we” or “us”

The facility and land contained within this RFP is fully owned by Waitomo District Council.

Waitomo District Council will be responsible for review of all required operating plans such as Health and Safety Policy and Plans, Site Management Plans, Emergency Evacuation Plans, etc. which will need to be agreed prior to commencement of delivery under the contract.

The opportunity

The content of this RFP contains two sites and is split as follows:

Site 1 - The Marokopa Holiday Park (Site 1) situated at 1 Rauparaha Street, Marokopa, has provided coastal holiday accommodation for more than 20 years, and is a vital hub to the local community which Waitomo District Council (WDC) is keen to see remain.

The Site has a total area of approx. 5,414 square metres, and is a Council-owned fee simple property, being part of LOT 1 & 3 Deposited Plan 55776 (Record of Title 973285).

The rates currently payable on Site 1 is \$2221.90 per annum

The Site exists in a unique coastal and cultural landscape, operates within an established community, and provides a valued amenity within Marokopa. The Site is set on a level landscape with lots of space for families and activities. There are several well-established trees strategically placed which are considered integral to the character and amenity of the Site.

The Site includes the following:

- 42 camping sites (21 powered and 21 non-powered);
- Communal facilities, including:
- BBQ area;
- ablution block;
- laundry;
- Wi-fi; and
- Power

Pictures and Plans have been provided in Section 6 – Facility Plans and Pictures.

Currently there is no drinking water available, WDC are looking at installing a tank at the Rugby Club Grounds (approx. 500m from site) to provide access to drinking water. The Respondent would need to either look at tanking this across or developing a pipe solution to site (at their cost), or maintaining a site where guests must bring bottled water for consumption and use as drink water.

Site 2 - The description of the area of land for lease is Lot 2 DP 556776 containing approx. 2,547 square metres more or less. Land area identified in red in Section 6 – Facility Plans and Pictures).

The Land is freehold land comprised in Certificate of Title: 973286, and is zoned residential.

The Land contains a tennis court, old school building, two removable cabins, shed, two water tanks and an ablution block.

The rates currently payable on Site 2 is \$1,032.00 per annum.

The response options

The response options can be as follows:

1. The respondent can bid to lease the Marokopa Holiday Park, noting that our expectation is that there will be an experienced operator in place for the Marokopa Holiday Park.
2. The respondent can bid to lease the Marokopa Holiday Park and lease the adjacent Site 2 with the Old School Building and Tennis Courts, noting that our expectation is that there will be an experienced operator in place for the Marokopa Holiday Park.
3. The respondent can bid to enter into a Management Service contract for operating Marokopa Holiday Park
4. The respondent can bid to enter into a Management Service contract for Marokopa Holiday Park and lease the adjacent site with the Old School Building and Tennis courts
5. The respondent can bid to lease the adjacent site with the Old School Building and Tennis courts

With a Lease:

The proposer leases the property from WDC, receives all revenue and pays all outgoings including electricity, maintenance, internet, cleaning, septic tank cleaning, annual WDC rates and water supply. It also provides the opportunity to develop the site for new uses on site 2.

The proposer has the option to proceed with the existing KiwiCamp arrangement where 20% of gross revenue for camping fees and ablution use accrues to KiwiCamp.

With a Service Contract:

WDC receives all revenue and pays all outgoings including electricity, maintenance, internet, cleaning, septic tank cleaning, annual WDC rates and drinking water supply. The proposer, as the service provider, is paid a management fee only. Note this is only applicable to Site 1

What we need

Whether site 1 is leased or under a service contract we require an experienced and competent provider who will run the full suite of day-to-day operations for the Holiday Park. This includes management, planning and marketing services to ensure that our community have access to the facilities and that we actively promote the facility to maximise use by the community at no net cost to district ratepayers.

We want you to propose the lease or service you would provide for one or both sites, for Site 1 how you would run it, how you would drive utilisation of the Marokopa Holiday Park, and the cost and revenues for achieving that and for Site 2 what you would lease the site for.

What we don't want

What we do not want is an inexperienced operator or someone who cannot competently sub-contract the core delivery of the service to an experienced provider, is not community minded and will not be an advocate for the facility, the users, and the community.

What's important to us?

The things that are important to us are:

- That we maximise utilisation of the facilities;
- That we maximise or create benefits on both sites;
- That our community want to use the facilities and are welcomed in doing so;
- That we create and maintain a safe and secure environment inside and outside the facility;
- That the facility and services are maintained to the standards we expect;
- That we leverage and promote all facilities available;
- Our customer experience is exceptional and our processes (booking, etc) are simple;
- All the services and customer requirements will be managed professionally.
- No long-term tenants will be allowed.

Why should you bid?

The Marokopa Holiday Park provides a significant benefit to the community and revenue stream for the successful Respondent. Site 2 provides an opportunity for development either in conjunction with or independently of Site 1.

For Site 1 it is an opportunity to have full autonomy in managing and running the facility. It provides an opportunity to promote and deliver exceptional customer service and create both an exceptional reputation for the facility and yourselves.

For Site 2 it is a greenfield opportunity to develop new opportunities either independent or complimentary to the Holiday Park.

It is an opportunity to lease or manage and develop one or both sites to maximise commercial, customer and community benefits.

SECTION 1: Key Information

1.1 Context

- a. This Request for Proposals (RFP) is an invitation to submit a Proposal for Marokopa Holiday Park and / or the adjacent site. This can be in the form of a lease (either or both site(s)) or service agreement (for site 1 only)
- b. This RFP is a single-step procurement process.
- c. This RFP will be advertised on Tenderlink/GETS, the WDC website, Facebook and local newspapers. For potential proposers, soft copies will be available on request or hard copies of the RFP will be available from the WDC Offices.

1.2 Our timeline

Here is our timeline for this RFP (all are New Zealand times and dates):

| | |
|----------------------------------------------|-----------------------------------|
| RFP released: | 10 November 2022 |
| Site Inspection | 10h00 – 14h00 on 28 November 2022 |
| Deadline for Questions: | 30 November 2022 |
| Deadline for Proposals: | 16h00 on 14 December 2022 |
| Evaluation and Moderation | 20 January 2023 |
| Negotiation and Award | 6 February 2023 |
| Expected start date of Contract (indicative) | mid February 2022 |

1.3 How to contact us

- a. Our Point of Contact:

Name: Liz Riley
Title/role: Manager Property
Email address: liz.riley@waitomo.govt.nz

1.4 Developing and submitting your Proposal

- a. This is an **open**, competitive tender process.
- b. Take time to read and understand the RFP.
- c. Take time to understand our Requirements. These are in SECTION 2: of this document.
- d. Take time to understand how your Proposal will be evaluated. See SECTION 3: of this document.

- e. If you have questions, ask our sole Point of Contact before the Deadline for Questions (see Section 1.2 above). Note that contacting or communicating with other than our Point of Contact may disqualify your proposal from further consideration
- f. Complete **and** sign the declaration at the end of the Response Form.
- g. We will use the “two-envelope” system, Respondents must provide all non-price attribute information and financial information relating to price, expenses, and costs in separate envelopes, submitted via the WDC tender box.
- h. Check you have provided all the necessary information in the correct format and order.
- i. Submit your Proposal in the required format before the Deadline for Proposals.

1.5 Address for submitting your Proposal

The tender box location is:

Waitomo District Council
15 Queen Street
Te Kuiti 3941

Proposals forwarded by courier should be marked and addressed as follows:

Chief Executive
Waitomo District Council
15 Queen Street
Te Kuiti 3941

Proposals should be placed in two envelopes with all non-price information being placed in Envelope 1 and the Schedule of Prices and all other price information, including tags, in Envelope 2

Each envelope should clearly identify whether it is Envelope 1 or Envelope 2.

Both Envelopes 1 and 2 should then be placed in a single envelope marked as below.

“Proposal for Contract No. 500/22/029 - [Marokopa Holiday Park and adjacent site lease or operations management](#)” and have the Proposer’s name clearly identified on the outside of the envelope.

We will only accept Proposals sent by mail/courier or delivered to our office.

Make sure you include all attachments and reference material.

a. **Offer Validity Period**

By submitting a Proposal, the Respondent agrees that their offer will remain open for Four (4) calendar months from the Deadline for Proposals.

b. **RFP Terms**

By submitting a proposal, the Respondent agrees to the RFP-Terms described in 0.

1.6 Later changes to the RFP or RFP process

After publishing the RFP, if we need to change anything or provide additional information, we will let all potential Respondents know by Notice to Tenderers posted on Tenderlink and the WDC website.

1.7 Defined terms

You can find all definitions at the back of the RFP-Terms in Section 5.

SECTION 2: Our Requirements

2.1 Background

This procurement relates to the lease and / or the operations and management services for the Marokopa Holiday Park and the lease of the adjacent site.

Our goal is to engage a provider who will deliver the services and lead us with its expertise in delivering a first-class facility for both our community and visitors either through a lease or service contract arrangement. We are also looking to lease the adjoining section where the Lessee could develop additional opportunities either related or not related to the Marokopa Holiday Park.

For the Marokopa Holiday Park (Site 1) WDC will consider two options for the delivery of services:

Option 1:

The proposer leases the property from WDC, receives all revenue and pays all outgoings including electricity, maintenance, internet, cleaning, septic tank cleaning, annual WDC rates and drinking water supply.

The facility is currently operated as a KiwiCamp facility where booking services are provided by KiwiCamp, with a service charge of 20% of gross revenue. The proposer can choose to continue the KiwiCamp arrangement at its discretion.

Proposers are to note that the existing water supply on site is being decommissioned. The WDC are looking at the Drinking water supply will be the responsibility of the proposer and will involve tankering water by an approved drinking water carrier

Option 2:

WDC receives all revenue and pays all outgoings including electricity, maintenance, internet, cleaning, septic tank cleaning, annual WDC rates and drinking water supply. The proposer, as the service provider, is paid a management fee.

Proposers are free to submit proposals for either option 1 or 2, or for both options

For Site 2 with the Old School Building and Tennis Courts we are looking to lease the land for the Lessee to develop.

What we need from you is –

Clear objectives and ideas on the use of land as the Lessee of one or both of the sites. And for the lease of the Marokopa Holiday Park alignment with the service requirements below.

For the operational management of the Marokopa Holiday Park we require the following service requirements:

- well-developed and proven capability in the development and operation of the Holiday Park ensuring compliance with all the specific work place and visitor health and safety planning and mitigation measures, including regular monitoring and reporting, training of staff, and general management of the Holiday Park and its guests.
- expertise and delivery in the customer experience including but not limited to:
 - operational and management services in a holiday park or community related environment

- promotion and marketing
- on-site customer experience
- Operation and management of the facility including:
 - Assistance with holiday park bookings, currently operated as KiwiCamp
 - Ablution cleaning services
 - Minor building and equipment repairs and maintenance
 - Fixtures, appliances and fittings maintenance
 - Pest Control
 - Lawnmowing and weed spraying
 - Refuse collection
 - Maintenance and operation of drinking water supply
- General services expected with the operation of a holiday camp

The above list is an example of the services expected rather than an exhaustive list, our expectation is that you are the experts and will provide a detailed proposal outlining all the services provided and methodology utilised in delivering them.

2.2 Key outcomes

We want people who are invested in developing the site and who can run the full customer service experience for the holiday park.

We want a professional, enthusiastic, and engaged provider who will either ensure the management or manage the full range of facilities related services and requirements for the holiday park.

We want a proactive provider to effectively promote the holiday park and build community utilisations and engagement.

We want to maximise the utilisation and success of both sites.

2.3 What we require from a Respondent:

a. Solution

We are looking for solutions, systems and programmes that will provide the required delivery of services at Marokopa Holiday Park

b. Track record and relevant experience

We are seeking a provider that has experience in successfully managing a facility similar to the holiday park, with a wide range of property related requirements, customer requirements and promotional requirements.

c. Capability

We are seeking a provider that has the broad range of skills to deliver all the facets required to manage a holiday park in a safe and welcoming environment.

We are seeking a provider who will actively promote and market the holiday park to increase utilisation and benefits to the community

We are seeking a provider who can work as an extension of Waitomo District Council and provide positive experience in this capacity.

d. Capacity

We are seeking a provider that:

- can manage all aspects of the facility when at capacity;
- provides the personnel to support customer needs;
- has the resources to ensure that customers experience a high quality and prompt service whilst using the facility;
- has experience in successful management of facilities related issues and breakages and their timely resolution; and
- ensures that Health and Safety is never compromised;

2.4 Other information

- a. The Services must be up and running by end of February 2023
- b. We will provide access to set up from 15 February 2023
- c. Should the completion date change the parties will agree the other dates to align.

2.5 Contract term

We expect that the Contract will commence February 2023. Because we have multiple scenarios, we want you to provide us with your preferred contract term.

2.6 Key deliverables

| Description | Indicative date for delivery |
|-------------------------|------------------------------|
| Set Up Phase | 15 February 2023 |
| Commencement of Service | 28 February 2023 |

2.7 Other tender documents

The additional documents below have been uploaded on GETS/Tenderlink, are also available as hard copy documents from the WDC offices and can be downloaded from the WDC website

The documents include:

- a. RFP Response form.
- b. Pricing Schedule.

SECTION 3: Our Evaluation Approach

This section sets out the Evaluation Approach that will be used to assess Proposals.

3.1 Evaluation model

The evaluation model is **weighted attributes**. Price is not a weighted criterion. Proposals that are capable of full delivery on the service proposal, identify the quality, structure and allocation of staff, support customer service and provide marketing and promotional capability, will be shortlisted by score and the Successful Respondents(s) will then be selected from the shortlist based on an overall assessment of best value-for-money over the whole-of-life of the Contract

3.2 Evaluation criteria

| Criteria | Weighting |
|-----------------------------------------------------------------|-------------|
| Proposed Solution | 30% |
| Relevant Experience and Track Record | 40% |
| Capability and Capacity of the Supplier to deliver the Services | 20% |
| Health and Safety | 10% |
| Total Weightings | 100% |

3.3 Scoring

| Rating | Definition | Score |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| EXCELLENT | Respondent demonstrates exceptional ability, understanding, experience and skills. The Proposal identifies factors that will offer potential added value, with supporting evidence. | 9-10 |
| GOOD | Respondent demonstrates above average ability, understanding, experience and skills. The Proposal identifies minor additional benefits, with supporting evidence. | 7-8 |
| ACCEPTABLE | Respondent demonstrates the ability to meet the criteria, with supporting evidence. | 5-6 |
| RESERVATIONS | Satisfies only a minimum of the criteria but not all. Reservations about the Respondent to adequately meet the criteria. Little supporting evidence. | 3-4 |
| SERIOUS RESERVATIONS | Extremely limited or no supporting evidence to meet the criteria. Minimum effort made to meet the criteria. | 1-2 |
| UNACCEPTABLE | Does not comply or meet the criteria at all. Insufficient information to demonstrate the criteria. | 0 |

Any Respondent scoring less than 4 on any single attribute will be eliminated from further consideration.

3.2 Price

If a Respondent offers a substantially lower price than in other proposals, we may make enquiries or require additional evidence to verify that the Respondent can meet all the Requirements and conditions of the Proposed Contract for the price quoted. Note: Any claims made about price must be clear, accurate and unambiguous. Prices must be exclusive of Goods and Services Tax (GST).

3.3 Due diligence

For shortlisted Respondents, we may:

- a. reference check the Respondent and any named personnel
- b. make other checks against the Respondent e.g. a search of the Companies Office or NZBN
- c. interview Respondents
- d. request Respondents make a presentation
- e. arrange site visits
- f. inspect audited accounts for the last three financial years
- g. undertake a credit check
- h. undertake a Police check for all named personnel

SECTION 4: Pricing information

4.1 Financial Information – Current Operation

- a. Information supplied is indicative only.
- b. Information supplied is no guarantee of future expenses and/or revenue
- c. All figures exclude GST
- d. Annual revenue (net of payments) to KiwiCamp (20%):

- 2019/2020 FY \$16,406
- 2020/2021 FY \$30,163
- 2021/2022 FY \$21,097

- e. Annual expenditure:

- | | |
|------------------------|---------|
| • Electricity | \$5,300 |
| • Maintenance | \$4,800 |
| • Internet | \$1,100 |
| • Cleaning materials | \$1,000 |
| • Septic tank cleaning | \$ 200 |
| • Rates | \$2,222 |
| • Waste removal | \$ 325 |

Total **\$14,947**

Note: Annual expenditure does not include the cost of providing potable water

4.2 Pricing information provided by Respondents

- a. Pricing provided by Respondents must be based the options below
 1. The respondent leases the Marokopa Holiday Park
 2. The respondent leases the Marokopa Holiday Park and adjacent site with the Old School Building and Tennis courts
 3. The respondent enters into a Management Service contract for Marokopa Holiday Park
 4. The respondent enters into a Management Service contract for Marokopa Holiday Park and leases the adjacent site with the Old School Building and Tennis courts
 5. The respondent leases the adjacent site with the Old School Building and Tennis courts

SECTION 5: Our Proposed Conditions of Contract

5.1 Proposed Conditions of Contract

Following completion of the evaluation process, a bespoke contract will be developed based on the agreed final solution.

SECTION 6: Facility Plans and Pictures

SITE 1 – LAND AND FACILITIES



SITE 2 _ LAND AND FACILITIES

