



Introduction

The City of Adel (the “City”) owns a park called Island Park, which is generally located at 2400 Nantucket Road, Adel, IA 50003.

Island Park has a campground that has been previously operated by the City for seasonal overnight camping (i.e., typically April 15 through October 31, though this is subject to special circumstances like weather conditions).

Currently, the City desires to lease the campground to a private individual or company who will manage and maintain the campground for seasonal overnight camping. This Request for Proposals (RFP) represents the City’s efforts to seek proposals for the 2021 and 2022 camping seasons.

The lease will be governed by a Campground Lease and Operating Agreement, a draft of which is available at www.adeliowa.org and at Adel City Hall, 301 S. 10th Street, Adel, IA 50003. Access to City Hall may be limited due to COVID-19.

Proposals are due by Tuesday, March 16, 2021 at 4:30 p.m. (see Submission and Selection Process for more details).

Campground Overview

Island Park Campground is nestled amongst mature oak, ash, and elm trees along the Mill Slough, a branch of the North Raccoon River. There are approximately 38 camper sites along with 14 tent-only sites.

The campground features a modern playground area, a basketball court, a shower house and restroom facilities, a sewage dump station, a shelter house with picnic tables, fire pit rings, garbage bins, a portage boat ramp, and excellent fishing, kayaking, and water recreation opportunities.

The 10-year average gross revenue from the campground fees is \$25,516 per year. However, monthly revenues vary from year to year and are weather dependent.

Most campers stay at least two nights. Campers tend to be young families, retired couples, and mature solo travelers during the week. Multi-site bookings are common and often related to major holidays, including the Adel Sweet Corn Festival.

Flooding of the campground can be a challenge, with the most recent major incident occurring in March 2019.



Minimum Qualifications of the Proposal

All proposals must include the following information, ideally in a numbered, ordered format:

1. Provide an Executive Summary which summarizes the proposer's background, relevant experience, proposed plans for operating the campground, and the proposed monthly lease rate. A minimum monthly lease rate of \$615 is required. Proposers may propose a higher lease rate.
2. The proposer's address, phone number, and email address.
3. The proposer's detailed, comprehensive plan for operating the campground. This section should consider aspects such as fees and fee collection, reservations, communications, staffing, campground policies, campground and facility maintenance, safety, advertising and promotional plans, and an understanding and willingness to comply with and enforce applicable City, state, and federal regulations.
4. The proposer's references and evidence that the proposer is the best suited or qualified to lease and operate the campground.
5. Identify any questions or clarifications that need to be answered by the City.
6. Confirmation that the proposer has carefully reviewed and will sign the Campground Lease and Operating Agreement, which outlines the roles and responsibilities of the eventual lease holder. Minor revisions to the Lease may be negotiated between the City and the selected tenant, in the City's sole discretion.

Conditions

- A. The acceptance of any proposal by the City is subject to the execution of the Campground Lease and Operating Agreement, subject to modifications and negotiations as deemed appropriate by the City and the City's legal counsel.
- B. The winning proposal will be reviewed and recommended by the City's Parks & Recreation Board before the Adel City Council considers it. The tentative timeline is for the Board to consider it on April 5 and the Council on April 13.
- C. The City may reject any and all proposals submitted.



- D. The terms and conditions of this proposal process and any resulting contracts shall be construed in accordance with the laws of the State of Iowa. Any litigation arising between the parties related to this proposal process or any resulting contract shall be initiated and maintained only in the appropriate federal or state court for Dallas County, Iowa.

Submission and Selection Process

The City shall accept proposals from Tuesday, February 23, 2021 until Tuesday, March 16, 2021 at 4:30 p.m. Proposals must be received by the deadline either electronically by City Administrator Anthony Brown at abrown@adeliowa.org or at Adel City Hall, P.O. Box 248, 301 S. 10th Street, Adel, IA 50003.

Proposals shall be evaluated by City staff based on the following criteria:

1. Overall strength and detail of the campground operations plan
2. Proposed lease rate
3. Previous background in campground management or related management experience
4. Met minimum requirements of the RFP

Interviews may be conducted depending on how many proposals are received.

Please contact (515) 993-4525 with any questions. You may also reach out to Parks & Recreation Director Nick Schenck at nschenck@adeliowa.org



Island Park & Campground



500 ft