

# RECREATIONAL SERVICES AND PLACEMAKING IN MADISON PARKS REQUEST FOR PROPOSALS

City of Madison Parks Division

## 1. DESCRIPTION OF OPPORTUNITY

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### 1.1 BACKGROUND

The Parks Division is seeking to partner with organizations to provide recreational and placemaking services that attract positive activities in its parks and enhance the park visitor experience. The Parks Division strives to provide affordable opportunities for recreational experiences, however, does not itself offer many recreational programs. Instead, the Parks Division relies on community partners to provide and manage park-based recreation and placemaking activities.

This RFP seeks new or expanded recreation ideas that align with City's commitment to equity, inclusion, innovation, and well-being. These services may include but are not limited to instructional programs, concession operations, and other innovative community, recreation, and park placemaking concepts. The purpose of this RFP is not to replace the current Parks Division permitting process or currently existing agreements. Successful programs will typically be longer-term in nature, and do not fit neatly into the existing park permitting framework.

The RFP is open to proposals in locations across the park system. Areas of particular interest include parks that will see the most positive impact from a new or expanded activity. Successful responses will demonstrate how they bring a diverse range of people together, increase time spent outdoors, complement existing park uses and consider environmental sustainability and stewardship.

The entity proposing the activity should have the resources to implement the program in its entirety as the Parks Division will not provide any direct funding. Any capital improvements must be entirely funded by the proposer and be pre-approved by the Parks Division. Approved proposals will be formalized through an Agreement Document presented to the City of Madison Common Council and the Board of Park Commissioners.

The successful Proposer(s) will compensate the City in return for the ability to provide services in its parks, will meet the City's requirements for operations and abide by the City's terms and conditions set forth in this solicitation and also in the resulting agreement, if issued.

Proposers should note that the City of Madison has an existing agreement with Madison School and Community Recreation (MSCR) to provide recreational services in City parks. Proposals that directly compete with existing MSCR programming in Madison Parks will not be considered.

## **1.2 GOALS OF THE RFP**

1. Activate parks with welcoming, positive programming. Increase the number and diversity of parks that offer activities, drawing a broad range of community members into parks across the system.
2. Advance equity, inclusion, and community connection. Prioritize proposals that serve underrepresented or underserved populations, improve access for people with disabilities, offer affordable or free participation, and bring people together across the community.
3. Establish a sustainable, accountable partnership process. Create a clear framework for evaluating, approving, and measuring long-term recreational and placemaking programming in parks, including defined success indicators and ongoing reporting.

## **1.3 CATEGORIES OF RESPONSES AND BENEFITS TO PARTNERS**

This RFP anticipates two categories of responses:

1. Community-based programs that do not charge participants a fee.
2. Vendor or business programs that charge participants a fee.

Benefits for selected partners include:

1. Standard reservation and permit fees may be reduced or waived for community-based programs.
2. Standard fees potentially modified for vendor or businesses programs demonstrating tangible community benefits.
3. In some circumstances, equipment or set up materials may be left in the park for extended periods of time.
4. Recognition as a partner of Madison Parks.
5. Invitation to attend the annual volunteer celebration, if applicable.
6. Priority approval for continuation of activity for up to three years.

Working through an RFP and Agreement process allows the Parks Division the flexibility to approve activities outside of the standard reservation process and fee structure, as well as set unique parameters that meet the needs of the community and partnership.

## **1.4 LOCATIONS**

The RFP is open to concepts in locations across the park system, and all locations will be considered. Areas of particular interest include parks that will see the most positive impact from a new or expanded activity. Also, programs in parks that have an assigned City of Madison Neighborhood Resource Team (NRT) or share similar demographics are of interest.

NRT park locations include: Aldo Leopold Park, Allied Park, Arbor Hills Park, Badger Park, Berkley Park, Cypress Spray Park, De Volis Park, Elver Park, Greentree-Chapel Hills Park, Hammersley Park, Lerdahl Park, Lucy Lincoln Hiestand Park, Meadowood Park, Marlborough Park, Newville (Kenneth) Park, Owl Creek Park, Penn Park, Pilgrim Park, Rimrock Park, Sheridan Triangle Park, Warner Park, and Worthington Park.

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