

**Joseph G. Pinto**  
Commissioner



**Town of Oyster Bay**  
**Department of Parks**  
977 Hicksville Road  
Massapequa, New York 11758  
(516) 797-4142 Fax (516) 797-4145  
[www.oysterbaytown.com](http://www.oysterbaytown.com)

April 7, 2017

Dear Proposers:

The attached is a "Request for Proposal for Surf School and Summer Surf Camp at the Town of Oyster Bay TOBAY Beach Facility. Kindly note the RFP contains the following critical dates:

- |                                        |                |
|----------------------------------------|----------------|
| ➤ Response Date                        | April 24, 2017 |
| ➤ Site visit and facility walk through | April 18, 2017 |
| ➤ Proposers Conference                 | April 14, 2017 |

Please ensure that you read the RFP carefully, and understand the requirements contained therein.

Thank you for participating in this process.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph G. Pinto".

Joseph G. Pinto  
Commissioner

JGP:GB:ca

cc: Matthew M. Rozea, Assistant Town Attorney, Town of Oyster Bay

Town of Oyster Bay  
Department of Parks  
Nassau County, New York

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**REQUEST FOR PROPOSAL**  
**FOR**  
**SURF SCHOOL AND SUMMER SURF CAMP SERVICES**  
**at**  
**TOBAY BEACH**

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SCHEDULE:

ISSUANCE DATE: April 11, 2017

RESPONSE DUE BY: April 24, 2017

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**REQUEST FOR PROPOSALS  
TABLE OF CONTENTS**

	Page
Authorized Contact Person .....	3
Introduction.....	3
Site Description.....	4
Form of License Agreement .....	4
Format of Proposal.....	4
Schedule for Proposal .....	4
Questions and Clarifications.....	5
Qualification Based Selection Process.....	5
Criteria for Evaluation .....	5
Use of Sub-consultants, Certified Outside Laboratories and Other Subordinate Entities.....	6
Familiarization with Current Programs, Facilities and Documents .....	6
Attachment Number 1 (Format of Proposal) .....	8

## **AUTHORIZED CONTACT PERSONS**

Prospective firms are advised that the sole authorized Town of Oyster Bay contact person for all matters concerning this RFP is:

**Joseph G. Pinto, Commissioner**  
Town of Oyster Bay  
Department of Parks  
977 Hicksville Road  
Massapequa, New York 11758  
(516) 797-4142  
jpinto@oysterbay-ny.gov

Prospective firms are hereby advised that any contact regarding this RFP, whether direct or indirect, with any other Town official or employee shall be grounds for disqualification.

Further, prospective firms are advised that the successful firm will be subject to all provisions of the Town Code governing ethics, which provisions are available online at <http://ecode360.com/31783214>.

## **INTRODUCTION**

Pursuant to section 104-b of the New York General Municipal Law and the written procurement policies and guidelines currently in effect in the Town of Oyster Bay (the "Town"), the Town of Oyster Bay, Department of Parks, hereby solicits your proposal to provide surf school and summer surf camp services at the Town of Oyster Bay TOBAY Beach facility located at Ocean Parkway (the "Facility"). The term of the contemplated License Agreement shall begin on June 1, 2017, and shall continue to and until September 30, 2019, with a one (1) year extension option.

The intent of this RFP is to obtain the most qualified individual or firm to provide surf lessons, summer surf camps/programs and other related activities. The operation should emphasize, among other things, the development of surfing skills, whether directed towards beginners or advanced surfers. As set forth below, selection will be based upon consideration of the overall qualifications, experience, financial status, and benefit to the Town, the type, mode and features of proposed operations.

The Town reserves the right to negotiate with any and all proposers, to decline any and all proposals, and to select the proposer which in the Town's sole judgment will best serve the needs of the Town and its residents.

## **SITE DESCRIPTION**

The Town of Oyster Bay TOBAY Beach is located on the south shore of Oyster Bay at Ocean Parkway. The Facility includes a marina, two permanent restaurants, five concession stands, a mini-golf course and a spray park concession. The beach is maintained and manned with lifeguards from the Town of Oyster Bay from Memorial Day to Labor Day. Marina Summer Seasonal dates are run from approximately mid-April through mid-November of each year. The facility is generally open to the public from Memorial Day through Labor Day.

The scope of the operations, which are subject to this Request for Proposal, includes only the operation of the Surf School/Summer Camp and other surfing or beach related recreation activities as may be proposed and approved. The approximate location of the anticipated surf school and related operations are depicted on the attached aerial photograph.

No vending machines or food service shall be permitted except for those provided by the Town's licensed food concessionaires.

## **FORM OF LICENSE AGREEMENT**

The successful proposer will be required to execute a license agreement with the Town. Among other provisions, the successful proposer shall agree that:

- 1) Any signage and advertising materials must be co-branded to include the Town's seal and/or wordmark(s);
- 2) Any promotional materials, advertising (print, radio, or TV) must make prominent mention of the Town of Oyster Bay.

## **FORMAT OF PROPOSAL**

Proposers must submit ten (10) hard copies (one signed original and nine copies) and one (1) electronic copy of each proposal with additional relevant information. Proposals should be organized as described in Attachment No. 1 herein. The submission of extraneous or voluminous additional materials not expressly required pursuant to this Request for Proposals is not encouraged.

## **SCHEDULE FOR PROPOSALS**

A non-mandatory proposers conference shall be held at the Department of Parks Conference Room, 977 Hicksville Road, Massapequa, New York 11758 on April 14, 2017 at 10:00 a.m.

A non-mandatory site visit and walk-through of the facility shall be held at the facility on April 18, 2017 at 10:00 a.m.

The Town reserves the right, at its sole option, to conduct personal interviews of one or more of the proposers prior to selection. The dates and times for such personal interviews shall be scheduled for the mutual convenience of the Town and selected proposers.

Proposals must be submitted to the attention of the Authorized Contact Person identified above by April 24, 2017, no later than 2:00 p.m. In the interest of fairness to all participants, no extensions or exceptions will be permitted, unless issued as an Addendum to this RFP and applicable to all proposers.

### **QUESTIONS AND CLARIFICATIONS**

Any questions or requests for clarification of this RFP must be submitted in writing on or before April 20, 2017, to the Authorized Contact Persons identified above. E-mail and fax are acceptable; E-mail is preferable. Responses will be issued by the Department of Parks in the form of an Addendum to this RFP.

All communications during the RFP process must be directed solely to the Authorized Contact Person identified above. Communication with any other Town elected officials, employees or any member of the Town Evaluation Committee may be cause for disqualification from the RFP process.

### **QUALIFICATION BASED SELECTION PROCESS**

The Town, after receipt and review of responses to this RFP, reserves the right to reject all proposals based upon the information provided by the proposers in their proposal, any other source of reliable information concerning the proposers, and based upon subsequent negotiations between the Town and proposer firms. The review process of the RFPs submitted are described under the section entitled: "CRITERIA FOR EVALUATION AND AWARD."

### **CRITERIA FOR EVALUATION AND AWARD**

The process and criteria to be used by the Town in evaluating these proposals shall be the following:

- a. **Evaluation Committee:** A Town Evaluation Committee will make a recommendation to the Town Board, based upon rating criteria described in paragraph b. below. The Town Evaluation Committee shall consist of Joseph G. Pinto, Commissioner of Parks; George Baptista, Deputy Commissioner of Parks; Leonard Symons, Deputy Commissioner of Highways; Christine Wiss, Deputy Comptroller; and Matthew M. Rozea, Esq, Deputy Town Attorney [non-voting]. The Town reserves the right to make changes in the Town Evaluation Committee at any time in its sole discretion. The Town may invite proposers to make presentations to the Evaluation Committee to demonstrate their qualifications and approach to the project. The final selection will represent the best interests of the Town.
- b. **Award Criteria:** The Award Criteria to be considered by the Town Evaluation Committee shall include all of the criteria required pursuant to Guideline No. 6 as set forth in the Town's Procurement Policies and Procedures adopted on December 13, 2016, by Resolution No. 721-2106, with particular emphasis on the following:

i. **General Qualifications**

Proposer's experience and expertise in providing similar services, with emphasis on similar surf schools and surf camps on Long Island, and references reflecting similar work and related experiences.

ii. **Proposed Services/Products**

Responsiveness of proposed operating and management strategy, recognition of potential issues and problems, and effective, innovative and creative strategies for addressing same.

iii. **Financial Strength and Resources**

Proposer's demonstrated financial strength and resources and ability to fulfill the financial commitments and requirements of the RFP.

iv. **Financial Proposal**

The financial benefit to the Town of the proposer's financial proposal over the term and duration of the License Agreement.

**USE OF SUBCONTRACTORS AND OTHER SUBORDINATE ENTITIES**

Prospective firms are advised that the Town will entertain proposals that include the use of subcontractors and/or other subordinate entities. In such event, the proposal must clearly state the extent and nature of the work proposed to be delegated to the proposed subcontractor or other subordinate entity. The same information required by this RFP to be provided by the proposer shall also be provided for each proposed subcontractor or other subordinate entity.

**FAMILIARIZATION WITH CURRENT PROGRAMS, FACILITIES AND DOCUMENTS**

The Town makes no representation or warranty concerning the current status or condition of the Facility or the accurateness or completeness of any information provided as part of the RFP process.

It is the sole responsibility of the proposers to familiarize themselves with the facility and any other information which is necessary and relevant to the scope of this RFP and proposer's proposal hereunder.



## **ATTACHMENT NUMBER 1**

### **FORMAT OF PROPOSAL**

Proposals should be organized as shown below with tab dividers between sections and should include all the information indicated. Note that elaborate brochures or other presentations beyond those sufficient to present a complete and extensive response to this solicitation are not desired.

#### **SECTION A. INTRODUCTORY STATEMENT**

In order to maximize the recreational opportunities at TOBAY Beach, the Town of Oyster Bay, Department of Parks, seeks qualified firms that will provide surfing lessons, and surfing summer camps at TOBAY Beach. It is expected that proposers will submit a proposal that adequately describes the methods and procedures that will be implemented to ensure the safety of participants.

#### **SECTION B. QUALIFICATIONS AND APPROPRIATENESS OF PROPOSED STAFF**

Provide names and resumes of key personnel proposed for this project. The proposal should also include an organizational chart for the operation of the food and beverage service.

#### **SECTION C. APPROPRIATENESS AND QUALITY OF PROPOSER'S EXPERIENCE**

1. Proposer's experience and expertise in providing similar surf school and summer surf camp facilities and/or operations on Long Island.
2. Minimum of five (5) references with contact information, reflecting similar work and related experience.

#### **SECTION D. PROPOSED MANAGEMENT AND OPERATING STRATEGY**

Proposed operating, management and marketing and sales strategy, recognition of potential issues and problems, and effective, innovative and creative strategies for addressing same.

#### **SECTION E. FINANCIAL INFORMATION**

A complete statement detailing the current financial standing of the proposer and all principals holding an interest in each respective proposer will be required and should clearly demonstrate financial resources and capability to properly conduct and promote a surf school and summer surf camps/programs. This should be supported by detailed documentation including but not limited to: an audited financial statement of the proposer; bank, credit and business references. By submitting a proposal in response to

this RFP, proposer consents to the conduct by the Town of such credit and background investigations as the Town in its sole discretion deems necessary and appropriate.

#### **SECTION F. FINANCIAL PROPOSAL**

Proposer shall provide a detailed financial proposal describing the form and amount of the proposed license fee and any other type of financial remuneration to be paid to the Town by the proposer in consideration of the award of the license agreement and operating rights to the proposer. Said proposal must include a statement of a proposed monthly license fee to be paid to the Town, subject to the escalations set forth in the annexed form of license agreement (Appendix "A."). Proposer may also, at its discretion, propose any other form of alternative, additional or supplemental consideration it would like the Town to consider.

#### **SECTION G. OBJECTIONS TO FORM OF LICENSE AGREEMENT**

Proposer shall identify any objections to the proposed form of license agreement annexed hereto as Appendix "A."

#### **SECTION H. SUPPLEMENTAL INFORMATION**

Proposer may provide any additional information relevant to the proposer's qualifications or proposal for this project at the proposer's sole option.

