

**REQUEST FOR PROPOSALS
TRAILHEAD
BIKE & SKI SERVICE PROVIDER PARTNER**

**REQUEST FOR PROPOSALS RELEASED ON:
JULY 1, 2019**

PROPOSALS DUE ON: JULY 26, 2019



This document provides information on a potential Bike & Ski Service Provider partnership opportunity with the Loppet Foundation based at the new Trailhead facility. The document includes visitor projections based on our first year of service, information on events happening at The Trailhead, a diagram of the physical space, a discussion of the benefits of the partnership for the Service Provider, a discussion of the potential financial arrangement, some ideas on the partnership arrangements themselves, and, ultimately, a request for proposals.

THE OPPORTUNITY

The Minneapolis Park & Recreation Board and the Loppet Foundation, (hereafter, “the project partners”) are partners on The Trailhead in Theodore Wirth Regional Park. The Loppet Foundation is a 501(c)3 organization with a mission to create a shared passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families. Started in 2002, the Loppet Foundation bases its work out of Theodore Wirth Park. The Trailhead is an area devoted to outdoor activities like cross country skiing, mountain biking, cyclocross, fat tire biking, road biking, trail running, golf, disc golf, snow tubing, snowboarding, and hiking. The Trailhead area includes cross country ski trails, bike trails, mountain bike event trails, hiking trails, a par-3 golf course, learning and staging areas for mountain biking and skiing, a terrain park, and a building that will act as the jumping off point for outdoor activities in the park. The building includes an approximately 3,500 sq. ft. gathering space with tables for seating, a bike and ski Service Provider space, gift Service Provider and rental space, locker room facilities, offices for the Loppet Foundation, public restrooms, and outdoor patio space with tables. The Trailhead has two parking lots: a smaller 25-car lot with a bus turnaround area, and a larger 95-car lot. In the winter (non-golf) months the larger Chalet parking lot will also be available.

The building includes a 1500 square foot bike and ski Service Provider area with direct access to the public gathering space and an additional 190 square foot office space with some storage area for the bike and ski Service Provider. The bike and ski Service Provider service space is expected to be open throughout the year and service all the various user groups as well as the general public.

The Minneapolis park system has over 21.5 million visitors annually. Theodore Wirth Regional Park attracts an estimated 800,000 visits annually, including 100,000+ biker and mountain biker visits, 50,000+ hiker visits and 50,000+ cross country skier visits, 30,000+ golf visits, and 5,000+ tubing and snowboard visits. The park also hosts events like the [City of Lakes Loppet Festival](#), [CITYTRAIL Loppet](#), the [Tri-Loppet](#) and the [Trail Loppet](#), the Midwest Junior Championships, the Pre-Loppet, and the Mayor’s Challenge, among others. The park hosts Park Board, Loppet Foundation and other-organization-run programs like [Adventures programming](#) aimed at involving North Minneapolis youth and families, [Loppet Nordic Racing](#) and [Loppet Cycle Works](#) training, the Foundation’s competitive club for people of all ages, and Loppet Ski Club, Run Club and Bike Club. Finally, The Trailhead hosts high school ski and mountain bike teams, as well as middle school and other school programming. On any given day, The Trailhead has multiple



scheduled activities beyond ordinary individual use. Estimates from our first year of service show that our projections of 350,000 annual visitors were conservative estimates and the number of visitors will undoubtedly grow.

Proposals are sought for a bike and ski service provider in The Trailhead. Services sought include bike, snowboard and cross country ski servicing, sales and rentals and repairs, and sales of things like inner-tubes, tires, lights, and other bike, snowboard, golf and ski related paraphernalia. We see the partner providing staff and equipment for doing service at The Trailhead - for both the general public and for the Loppet Foundation's programmatic bike, snowboard, and ski fleets. These services would complement the Loppet Foundation's work in providing trails, programming, and events in these areas.

PARTNERSHIP BENEFITS

For the Bike & Ski Service Provider, this opportunity includes both direct financial benefits, and more general benefits in terms of association with The Trailhead, and the Loppet Foundation, and exposure to outdoor-active enthusiasts generally.

General Benefits

The Bike & Ski Service Provider will benefit in multiple ways from this relationship. The Bike & Ski Service Provider will be closely aligned with the Loppet Foundation and its community of members, athletes and volunteers. The Bike & Ski Service Provider will be associated with The Trailhead, the jumping off point for outdoors activities in the Minneapolis area. And the Bike & Ski Service Provider will be a de facto sponsor of all Loppet events that take place at The Trailhead.

This is no ordinary bike & ski real estate. Active outdoors folks are here every day. The Grand Rounds Scenic Bikeway and the Luce Line Bike Trail are right out the door. Theodore Wirth Regional Park has more than 12 miles of mountain bike trails, including the only trails built for bike racing in the core cities - and those purpose-built trails are right outside the door. The trail system includes a new mountain bike skills park - again right outside the door. Theodore Wirth Regional Park has some 29 kilometers of ski trails, including a 6.5 kilometer snowmaking loop that is the longest in North America - once again, right outside the door. Other amenities include a tubing hill, snowboard hill, hiking and snowshoe trails, an 18-hole golf course and a Par-3 golf course - all directly outside of The Trailhead facility.

The Trailhead itself is built specifically for people with an interest in the outdoors. The main gathering space has soaring views of the outdoors and the trails. The space contains locker rooms and an indoor-outdoor studio space for things like strength and conditioning, and yoga. And the outdoor seating is designed to maximize enjoyment for the whole community.

With a shop that is immediately adjacent to the main gathering space, the Bike & Ski Service Provider has an opportunity to form a relationship with the most active people in town - people



with a specific interest in biking, mountain biking, fat tire riding, and skiing. The built-in events and programming just add to this equation.

Revenue Streams

Expected revenue streams for the Bike & Ski Service Provider include:

- **Sales of bikes and skis.**
- **Bike, ski, snowshoe, snowboard and golf equipment rentals** (see actual revenue detail below)
- **Sales of bike and ski related merchandise** like tubes, tires, pumps, headlamps, wax, golf balls and golf accessories, etc. (and opportunity for service provider to use Bike Fixtation vending machine outside the building).
- **Repair & maintenance services** - Bike repair, ski waxing, and snowboard tuning services for the general public and for the Loppet Foundation.
- **Marketing & Positive Association** - Presence in The Trailhead means association with The Trailhead, the Loppet Foundation and the Minneapolis Parks. This can, presumably, translate into additional indirect opportunities for the Service Provider Partner.

The Loppet Foundation did rentals out of The Trailhead starting in August 2018. We were charging below market rate for our winter rentals. Here is the rental information that we have to date:

- **Ski Equipment - Rented for \$18 / skate set and \$12 / classic set, \$34,960 in gross revenue**
- **Snowshoes - Rented for \$12 / pair - \$7,200 in gross revenue**
- **Fat Tire Bikes - Rented for \$40 / 2 hours - \$5,915 in gross revenue**
- **Mountain Bikes - Rented for \$40 / 2 hours - \$3,105 in gross revenue (not a complete season, expect 2-3x this)**
- **Golf Equipment - Rent for \$6/set - \$6,515 in gross revenue**

We can supply some rental equipment (e.g. snowboard and snowshoe). We have other rental equipment available for sale or to be included in a proposal (e.g. skate ski equipment, mountain bikes, and fat tire bikes). [That inventory is attached in a separate addendum.](#)

TRAILHEAD VISITOR PROJECTIONS

Projections based on past history include 380,000+ annual visitors to The Trailhead.

Traffic Projections by Season:

- Winter (14 weeks) 8,875 Visitors Per Week
- Spring Shoulder (3 weeks) 2,760 Visitors Per Week
- Spring (9 weeks) 6,140 Visitors Per Week
- Summer (13 weeks) 7,400 Visitors Per Week
- Fall (9.5 weeks) 7,490 Visitors Per Week
- Fall Shoulder (3.5 weeks) 3,160 Visitors Per Week



- Annual Special Events 20,550 Visitors

See “Adventure Center Annual Traffic Totals” tab in [attached document](#) for summary and other tabs for details of these projections. (Note that since this was compiled the Metropolitan Council’s Open Space Division conducted a survey that concluded there are 800,000 visitors/year to Theodore Wirth Park.)



EVENTS

Annual events include:

- **Cold Weather Activities:**
 - High School Holiday Ski Camp - 80 students/day x 4 days + coaches, parents and families
 - Loppet Adventure Camp - 70 students/day x 4 days + coaches, parents and families
 - Pre-Loppet - Bike & Ski Events - 300-350 athletes
 - Loppet Invite - High School Nordic Invitational - 300-400 athletes + coaches, parents and families
 - ABC Relays - High School Nordic Relays - 250-300 athletes + coaches, parents and families
 - High School Conference Races - typically 3 per week, 80-300 participants + coaches, parents and families
 - Wed Night Sprints - Family Friendly Nordic Races - 30-50 athletes x 8 days + coaches, parents and families
 - Loppet Festival - 26 Events over four days - attendance of over 3,500 + spectators, coaches, parents and families
 - High School Conference Championships - 5 events, 300-400 athletes + coaches, parents and families
 - High School Section Races - 4 events, 400 athletes + coaches, parents and families
 - Junior National Qualifier - 3 day regional event including youth, juniors, college students and adults - 500+ participants + coaches, parents and families
 - Midwest Jr. Championships - 3-day regional event for youth - 250-300 athletes + coaches, parents and families
 - Loppet Winter Triathlon - Ski, Bike, Run Triathlon - 100-150 families
 - 24 Hours of Wirth End-of-Season Event - 100 athletes + families
 - Coming in 2020 - Cross Country World Cup - 200 athletes + expecting 30,000-50,000 spectators!
- **Warm Weather Activities**
 - Trail Kids Adventure MTB Series - 5 races x 80 kids/race + coaches, parents and families
 - Loppet Adventure Camps - 60 students/day x 5 days x 9 weeks + coaches, parents and families
 - Trail Kids Day Camps - 60 students/day x 5 days x 3 weeks + coaches, parents and families
 - Weekday Evening Mountain Bike Series - 200 athletes/race x 10 races
 - Weekly Trail Volunteering -
 - Minnesota MTB Series Race - Mount Wirth Loppet - 400 athletes + coaches, parents and families



- Tri-Loppet - Paddle, Run, Bike Triathlon - 500 athletes + coaches, parents and families
- Trail Kids Adventure Running Series - 5 races x 80 kids/race + coaches, parents and families
- Loppet Adventure Camps - 8 weeks x 5 days/week x 8 hours/day x 70 youth + coaches, parents and families
- Surly Brewing Co. Trail Loppet - 1,600 athletes + coaches, parents and families
- Loopet Loppet - 12 hr running event - 80 athletes + coaches, parents and families
- Weekly Cyclocross Series - 4 races x 150 athletes/race x 6 races
- Cyclocross feature events - 2 races x 300 athletes/race + coaches, parents and families
- NICA High School Race - 800 athletes x 2 days + coaches, parents and families
- Loppet Games - 100 athletes + coaches, parents and families
- Trails Day - 120 volunteers

PHYSICAL SPACE

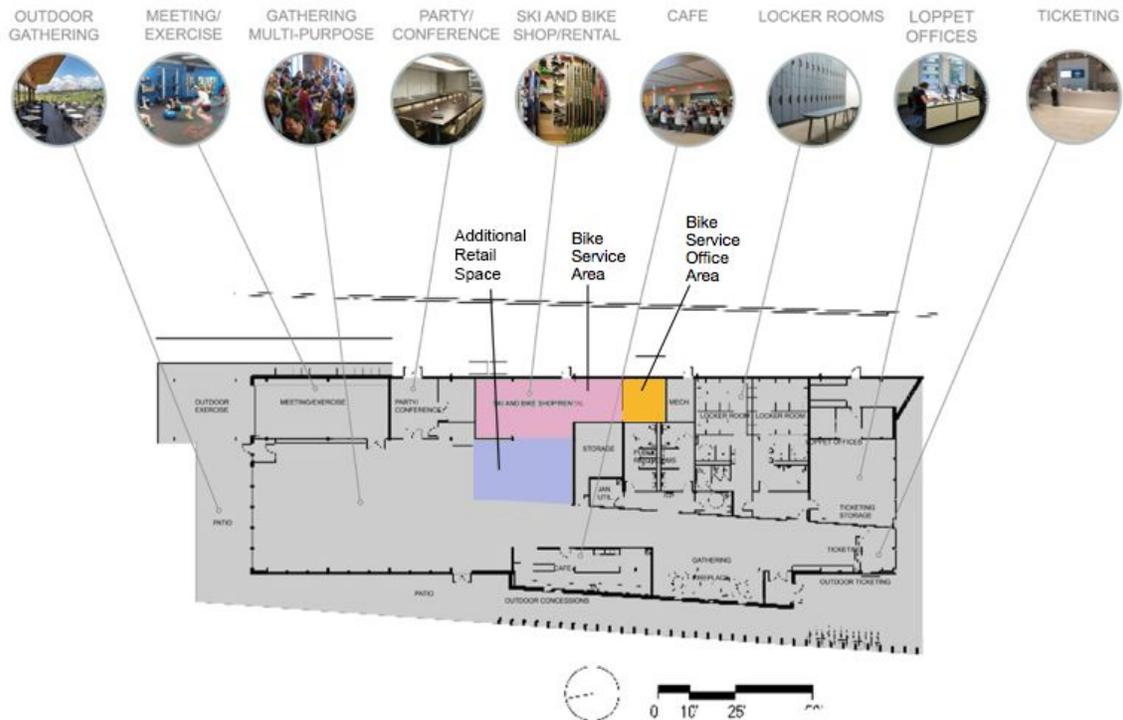
The Trailhead building is the hub of activity for year-round outdoor endurance-based activities in the Minneapolis area. The building includes:

- **Great Room:** Approximately 3,500 square foot common space,
- **Lounge Area:** Approximately 1,000 square foot common space with fireplace
- **Studio Space:** 840 square foot exercise room with doors opening to an outside covered area that will be used for strength and conditioning and/or activities like yoga,
- **Bike & ski service space:** There are four distinct elements to the service provider space. There is an 850 square foot dedicated retail space and a 190 square foot office/storage space. There is an additional 650 square feet of dedicated retail space that would occasionally need to be vacated for weddings or larger events. Finally, there is space in the alley immediately behind the shop for the shop to place a shed or storage container up to approximately 8' x 40'.
- **DNR Kiosk:** 60 sq. ft. kiosk adjoining to a 300 square foot party/conference/exam room,
- **Cajun Twist:** Cafe space with a 625 square foot kitchen and 325 square foot storage/staging space,
- **Club Trailhead:** Locker room facilities for health club members
- **Loppet offices:** Office space for Loppet employees
- **Terrace:** Patio space with tables surrounding the building and overlooking the activities

See [Trailhead documents](#) for more information. Also note that the Loppet Foundation has additional warehouse space in north Minneapolis. Depending upon the proposal, the Foundation



may be willing to rent part of the warehouse space to a Service Provider as part of an agreement.



Partnership Model

We are open to different proposals, but general categories to consider might include:

- **Proposed Rental Fee** - Rent Service Provider pays to the Loppet Foundation on a monthly basis - \$_____
- **Proposed Common Area Fee** - Monthly fee to cover basic cleaning of bike and ski shop area, cleaning of common spaces and restroom facilities, utilities, etc. - \$_____
- **Proposed Sales Partnership %** - Percentage fee that Service Provider pays to Loppet Foundation based on revenue that Service Provider brings in on sales of Partner-provided merchandise - _____%.
- **Proposed Loppet Provided Merchandise %** - Percentage that Service Provider pays to Loppet Foundation based on revenue that Service Provider brings in on sales of Loppet-provided branded merchandise - _____%



- **Proposed Rentals Partnership %** - Percentage fee that Service Provider pays to Loppet Foundation based on revenue that Service Provider brings in on rentals of bikes, skis, snowshoes, snowboards, and golf equipment - _____%
- **Proposed Service Rate** for Partner to provide services (bike repair and maintenance, ski waxing, etc.) to Loppet Foundation in order to service Loppet Foundation programmatic equipment (mostly for equipment used in Loppet Foundation programming aimed at underserved youth) - \$_____/hour
- **Proposed Cost of Parts** provided for Loppet Foundation equipment. Cost + _____%
- **Proposed Discount for Loppet Nordic Racing (LNR) and Loppet Cycle Works (LCW) Team Members (limited to roughly 300 of the most dedicated participants).** Discount on Sales - _____% Discount on Service - _____%
- **Proposed Discount for Loppet Foundation Members (envisioned to be a smaller discount that would go to 1,500+ Loppet members).** Discount on Sales - _____% Discount on Service - _____%
- **Proposed One-Time Purchase Price for Rental Equipment (ski, bike and other equipment) from Loppet Foundation** - \$_____ [That inventory is attached in a separate addendum.](#)

Note that the best proposals will include some mix of base rent, a monthly common area fee, which we envision to be in the \$600-\$800 range, revenue sharing for rentals and merchandise sales, and some provision for the Service Provider to provide parts and services for the Loppet Foundation’s limited programmatic fleet of bikes and skis at a discounted price. We will also look favorably on proposed discounts for LNR and LCW Team Members and Loppet Foundation members. We are open to selling the bike and ski equipment that we have to a Service Provider, but that is not imperative as part of this arrangement.

Partnership Spelled Out

The essential idea behind this partnership is the promotion of an outdoor active lifestyle, with each partner bringing his/her strengths to bear. Because the parties would work so closely together it will be important to find a fit that works for everyone involved.

The Loppet Foundation runs bike, ski, snowshoe and snowboard facilities, programs and events. The Service Provider Partner would provide bike, ski and snowboard sales, rentals and services. The Service Provider would also provide the customer service for The Trailhead generally. In this regard, the Service Provider would need to be open for business from 7 a.m. - 9 p.m. daily throughout the year. The Service Provider would open and close the building, answer questions from the public, sell ski, snowboard, tubing hill, golf and other passes on a passthrough basis, and participate in Trailhead and Loppet team meetings and trainings.

WHAT WE WOULD LIKE TO SEE

The key concepts we would like to see outlined in a partnership proposal are:



1.) General

- a. Plan for a unique Service Provider experience
- b. An environmentally friendly business approach
- c. An operator with integrity and commitment to the park system, this partnership, and to park patrons generally
- d. Plan for performing high-level customer service throughout the year

2.) Plan for working with the Loppet Foundation and MPRB

- a. Plan for servicing Loppet Foundation's fleet of [Trips for Kids](#) mountain bikes (the Loppet Foundation typically has a fleet of around 30 mountain bikes for kids 8-14 years old)
- b. Plan for operating a cohesive space that integrates all activities to maximize park use, minimize park use conflicts, and invigorates activities in the park

3.) Monetary Plan. A business plan and proposed fee arrangements (see Partnership Model, above).

PROPOSALS

The proposals should clearly outline the vision for the Service Provider space, income estimates, lease payments to the Loppet Foundation, investments in equipment and facilities, business plan, terms, and hours. The operator must also include their experience in the bike, ski and/or golf business. A template for the proposal format is included as Attachment A – please use this format in your submission. The partners recognize that some operators may specialize in one part of this operation but not others. The partners are willing to accept joint proposals from two or more operators.

EVALUATION OF THE PROPOSALS

A committee comprised of Loppet Foundation staff and volunteers and MPRB staff will evaluate all of the proposals and will provide their recommendation on a preferred Service Provider Partner to the Loppet Foundation Board of Directors. The recommendation by the committee is advisory. The Loppet Foundation Board of Directors will make the actual selection and the agreement shall be between the selected operator and the Loppet Foundation. The agreement between the Loppet Foundation and the preferred bidder/operator may be contingent upon final approval by the Minneapolis Park & Recreation Board of Commissioners.

Bidders should ensure proposals are as complete and accurate as possible, since evaluations will be based upon the written proposals as submitted. Proposals will be ranked by numeric score. The Loppet Foundation may also contact the references provided. Contract negotiations will commence with the highest ranked bidder(s) for the purpose of contract award. Failure to conclude successful negotiations with the highest ranked bidder will forfeit that bidder from further consideration. Negotiations may then commence with the next highest ranked bidder. The Loppet Foundation may award the contract to more than one bidder. Proposals will be evaluated using a pre-determined method to ascertain which bidder(s) best meet the needs of



this project. The criteria to be considered during the evaluation and associated points are as follows:

1) Bidder Qualifications – Bidder experience with providing bike and ski services – including plan and budgets. Demonstrated prior success and inclusion of references with contact names and phone numbers. The Loppet Foundation strives to encourage responses and do business with Minority, Women and Disadvantaged Business Enterprises (MBE/WBE/DBE). Please indicate if your entity is a MBE/WBE/DBE in your response.

Maximum: 20 Points

2) Partnership Plan - Bidder's plans for partnering with the Loppet Foundation in making The Trailhead successful.

Maximum: 20 Points

3) Customer Service Plan - Service Provider's plan for delivering high-level customer service throughout the year.

Maximum: 20 Points

4) Monetary Plan - Bidder's plans for partnership payments, along with overall quality of business plan. Demonstrating an ability to follow through on monetary commitments is also an important factor here.

Maximum: 40 points

5) Quality of Application – Includes clarity and readability of written proposal

Maximum: 20 points



SCHEDULE

Listed below are the dates and times by which stated actions must be taken or completed. If the Loppet Foundation determines, in its sole discretion, that it is necessary to change any of these dates and times it will issue an Addendum to this RFP. All listed times are local Minneapolis, MN Time.

Date/Time	Action
July 1, 2019	Request for Proposals released.
July 16, 2019 at 3:30 p.m.	Question session at The Trailhead
July 26, 2019 at 4 p.m.	Proposal due date Loppet Foundation 1301 Theodore Wirth Parkway Minneapolis, MN 55422 or via email at afful@loppet.org
July 27 - August 2, 2019	Evaluation by Committee, presentations to Committee, if necessary
August 5, 2019	Recommendations presented to the Loppet Foundation Board. Loppet Foundation Board decision
August 6-August 15, 2019	Contract negotiations
By August 16, 2019	Contract executed, pending Park Board approval, if necessary
September 1, 2019	Partnership commences



Foundation Rights

The Foundation may reject any or all proposals or parts of proposals, accept part or all of proposals and create a project of lesser or greater scope than described in this Request for Proposal, or the respondent's reply based on the financial components submitted. The Foundation also reserves the right to cancel the contract without penalty, if circumstances arise which prevent the Foundation from completing the project.

Proposer Background Checks

The Foundation will require full criminal history background checks and credit history checks for all proposers.

Proposal Validity Period

Any submitted proposal, shall in its entirety, remain a valid proposal for twelve (12) months after the proposal submission date.

Disposition of Proposals

All proposals become the property of the Foundation and the Foundation shall have the right to use all ideas, and/or adaptations of those ideas, contained in any proposal received in response to this RFP. Any parts of the proposal or any other material(s) submitted to the Foundation with the proposal that are copyrighted or expressly marked as "confidential," "proprietary," or "trade secret," will be exempted from the "open records disclosure requirements." The Foundation's selection or rejection of a proposal will not affect this exemption.

Independent Parties

Except as expressly provided otherwise in the contract resulting from this RFP, if any, the Foundation and the Proposer shall remain independent parties and neither shall be an officer, employee, agent, representative or co-partner of, or a joint venture with, the other.

Performance Investigations

As part of its evaluation process, the Foundation may make investigations to determine the ability of the Proposer to perform under this RFP. The Foundation reserves the right to REJECT any proposal if the Proposer fails to satisfy the Foundation that it is properly qualified to carry out the obligations under this RFP.



Interest of the Foundation

The Proposer agrees that no member of the governing body, officer, employee or agent of the Foundation shall have any interest, financial or otherwise, direct or indirect, in the contract.

Employee Involvement/ Covenant Against Contingent Fees

Proposer hereby certifies that, to the best of its knowledge and belief, no individual employed by the Proposer or subcontracted by the Proposer has an immediate relationship to any employee of the Minneapolis Park & Recreation Board or the Loppet Foundation who was directly or indirectly involved in any way in the procurement of the contract, if any, resulting from this RFP or goods or services thereunder. Violation of this section by Proposer shall be grounds for cancellation of such contract. The Proposer also warrants that no person or selling agency has been employed, engaged or retained to solicit or secure any contract resulting from this RFP or any advantage hereunder upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, or in exchange for any substantial consideration bargained for, excepting that which is provided to the Proposer's bona fide employees or to bona fide professional commercial or selling agencies or in the exercise of reasonable diligence should have been known by the Foundation to be maintained by the Proposer for the purpose of securing business for Proposer. In the event of the Proposer's breach or violation of this warranty, the Foundation shall, subject to Proposer's rights, have the right, at their option, to annul any contract resulting from this RFP without liability, to deduct from the charges otherwise payable by the Foundation under such contract the full amount of such commission, percentage, brokerage, or contingent fee, and to pursue any other remedy available to the Foundation under such contract, at law or in equity.

Data Practices

The Proposer agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Proposer shall immediately report to the contract monitor any requests from third parties for information relating to this agreement. The Foundation agrees to promptly respond to inquiries from the Proposer concerning data requests. The Proposer agrees to hold the Foundation, their officers, department heads and employees harmless from any claims resulting from the Proposer's unlawful disclosure or use of data protected under state and federal laws.



ATTACHMENT A - PROPOSAL FORMAT

Brief Cover Letter, including recitation of proposal's principle strengths, and name(s) of person(s) who will be authorized to make representations on your behalf, including their contact information.

Monetary/Business Plan

Description of Bike & Ski Service Provider, including how the Service Provider would work with the Loppet Foundation, and The Trailhead more broadly

Customer Service Plan

Partnership Plan

Proposal Terms (income to the Loppet Foundation, term of agreement, other)



Operator Experience

References

Other information



Inventory

Rental equipment supplied as part of agreement:

100+ snowboards
47 pairs snowshoes

Rental equipment and items available for sale, lease or other proposal:

Skate ski equipment: 51 pairs skis, 36 pairs boots, 74 pairs poles
9 Salsa Mountain bikes
2 Salsa Fat bikes
Full set of Park bike tools
Custom wooden work benches and storage for bikes and skis