

# REQUEST FOR PROPOSALS

## EQUESTRIAN CENTER SWEETWATER REGIONAL PARK

### I. BACKGROUND

#### A. PROJECT DESCRIPTION

The County of San Diego is soliciting proposals for the lease and operation of the Sweetwater Farms equestrian facility located at within Sweetwater Regional Park at 3023, 3037, 3039, and 3051 Equitation Lane, Bonita, California 91902

This equestrian facility currently offers horse training, boarding, and riding lessons to the public. The equestrian facility is situated in a secluded, park-like setting northeasterly of Bonita Road and Plaza Bonita Road near the 805 freeway in Bonita, California. The area to be leased is approximately 12.45 acre, including three (3) residential houses, two large horse barns, and riding rings.

This equestrian facility serves the entire South Bay area of San Diego and caters to many potential users including youth groups and organizations and the general public who wants to experience riding or owning a horse kids. The equestrian facility also offers group programs and special events

The facility currently offers several programs for children and adults of all ages as well as activities for the entire family to enjoy. These activities include trail rides, horse camps, riding school, hunter jumper shows as well as spring and Summer Camps and birthday parties.

#### B. COUNTY GOALS FOR FACILITY

The goals of the County in issuing this solicitation include the following:

- To provide revenue to the County to offset park maintenance and operation costs
- To provide qualified equestrian facility operators the opportunity to participate in this Request for Proposals
- To insure that the equestrian facility is operated in a safe and professional manner and provides equestrian services at fair and reasonable prices.
- To provide quality services and programs that will attract a diverse audience.
- To encourage people to visit the equestrian facility and to enjoy the amenities provided in Sweetwater Regional Park.

## **II. RESPONSE TO REQUEST FOR PROPOSALS**

### **A. OPERATIONS**

The proposer should have a wide range of prior experience in the operation of equestrian center facilities with specific knowledge of equestrian care practices and should be prepared to provide the County with professional references and the locations of similar facilities under their operation.

### **B. FINANCIAL CAPABILITY**

The selected proposer should have sufficient financial capability to operate the equestrian facility in a professional manner and be able to fund ongoing operations and repair of facilities. The proposer must have the demonstrated ability to operate an equestrian facility, or similar business, in a business-like manner and must have the financial capacity to ensure uninterrupted services at all times. Proposer is required to submit a financial statement and business history with the response.

### **C. MINIMUM RENT**

The minimum acceptable base rent shall be \$4,000 per month. The proposer can offer rent at any amount above the base rent or may also offer a combination of fixed rent and a percentage of gross sales from equestrian operations. The proposed rent does not include the utility payments which shall be the responsibility of the lessee.

### **D. LEASE TERM**

The initial term of the lease will be for 5-years and shall include one (1) 5-year option which must be exercised by the selected lessee ninety (90) days prior to the expiration of the lease.

### **E. LEASE COMMENCEMENT DATE**

The lease shall be effective and commence on June 17, 2009. The selected lessee shall be ready to commence operations on said date

### **F. HOURS OF OPERATION**

It is presumed that staff will be present at the facility on a daily basis. Proposer shall provide proposed hours of operation. Evening events are discouraged because of proximity of adjacent residences.

### **G. INSURANCE**

Lessee will provide insurance per the following (see lease for complete insurance terms):

1. A Worker's Compensation insurance policy covering all employees of the lessee. Lessee will require the same of all subcontractors.
2. Comprehensive General and Automobile Liability Insurance of \$2,000,000 combined single limit Bodily Injury and Property Damage.

3. Policies shall name the County of San Diego as additional insured.

**H. UTILITIES**

Lessee will pay for all utilities and services necessary for the occupancy and use of the premises including gas, water, electricity, trash, sewage charges or septic service, telephone and internet connections.

**I. TYPE/USE**

The property is being offered for use as an Equestrian Center and related uses and does include several single-family residences. It is preferred that the tenants of these residences be employees at the equestrian facility.

**J. SUB-LEASING**

Lessee shall not enter into any sub-lease of any portion of the property without the prior written approval of the County.

**K. MAINTENANCE OF THE FACILITY**

The Lessee will keep and maintain the entire Premises including all residences and structures in good repair and in decent, safe, and sanitary condition, free and clear of rubbish and litter, at all times to the satisfaction of the County and in compliance with the lease and applicable rules, regulations, ordinances, or laws. The County, at its sole option, will either perform or authorize lessee to perform any filling, grading, slope protection, retaining wall construction, major repair, or replacement of any County-constructed facilities within the Premises.

**III. RFP PROPOSERS MEETING**

To obtain more detailed information about the property, interested parties will be given an opportunity to meet with County staff on May 5, 2008 at 1:00 p.m. at the Real Estate Services Division office at 5555 Overland Avenue Bldg 2, San Diego, Ca 92123.

**IV. PROPOSAL EVALUATION AND SELECTION**

Written proposals will be evaluated by the County Real Estate Services Division. In addition, the successful proposal should identify new opportunities and marketing strategies to attract the private and public to utilize the equestrian farm. The Selection Committee will use the following criteria in evaluating the proposals:

**A. OPERATIONS**

1. A list of equestrian services to be provided
2. History of experience managing equestrian in government and private sector facility of similar size and visibility
3. A current example of a facility under lease by the proposer, which may be visited by the Real Estate Services Division
4. Equestrian services marketing experience
5. Customer service experience.
6. Innovative approaches to attract increased customers through marketing plans

**B. MAINTENANCE**

- 1. Staff experience in working with Equestrian program required for daily maintenance of the facility in order to comply with Stormwater Laws.

**C. FINANCIAL**

- 1. Experience in bookkeeping and auditing financial data related to Equestrian Center operations.
- 2. Demonstrated ability to pay monthly rent (if any) in accordance with lease agreement.
- 3. Approximate dollar amount County would be required to invest to implement this proposal.
- 5. The amount of rent (if any) the lessee is willing to pay the County to lease the Premises.

**D. NEGOTIATIONS**

After final selection of the most qualified proposer, a lease incorporating operational items and performance standard items, based upon the Request for Proposal, written responses to the proposer’s written questions concerning the RFP, the selection input, and the proposer’s submitted proposal will be prepared. If a satisfactory agreement on the lease cannot be negotiated, the County may, at its sole discretion, begin operation negotiations with other responsible proposers and terminate negotiations with the previously selected proposer.

The selected proposer will enter into a 5-year lease agreement with the County. The lease may be extended for one (1) additional 5-year as long as the Lessee is in full compliance with the term of the lease and upon the mutual agreement of both parties.

**V. DELIVERY OF PROPOSALS**

The proposals are due no later than 4:00 p.m. on May 30, 2008. Failure to meet the deadline will result in an unacceptable proposal. There will be no exceptions. Late proposals will be returned unopened. County shall have the option to extend the response date as necessary. Deliver three (3) copies of the proposal to:

County of San Diego  
 Real Estate Services Division  
 Manny Gaviola, Senior Real Property Agent  
 5555 Overland Avenue, SUITE 2110  
 San Diego, CA 92123-1294

**VI, PROPOSED SCHEDULE**

Issue Request for Proposal (RFP)	April 18, 2008
Pre-response meeting of proposed lease	May 5, 2008
Proposals due to General Services	May 30, 2008

Completion of proposal evaluations	June 20, 2008
Proposer selected	July 11, 2008
Lease negotiations completed	August 8, 2008
Lease commencement	June 17, 2009

**VII. WITHDRAWAL**

The County reserves the right to withdraw the RFP at any time without prior notice. Further, the County reserves the right to accept or reject any and all proposals.

**VIII. COUNTY CONTACT INFORMATION**

Questions or requests for clarifications to the RFP should be submitted in writing, mailed or faxed to Manny Gaviola (Fax number is (858) 694-2369, phone number is (858) 694-2731 and address is the same as above). Responses to inquiries will be faxed to all proposers. No other person should be contacted with regard to questions or clarifications specific to this project.