

## REQUEST FOR PROPOSAL

The City of Johnston is seeking proposals from outfitters to provide kayak and/or canoe rental service at two locations in the City of Johnston. Outfitters should submit qualifications, the type and number of each (kayak and canoe), and the safety equipment provided (personal floatation devices (PFD), etc.). The timeline for this service is from Memorial Day weekend (Saturday, May 29) to Labor Day weekend (Monday, Sept. 6). Upon selection of an outfitter, the specifics for location and set-up will then be finalized.

### Deadline

Friday, Feb. 26 at 4 p.m. to [jschmitz@cityofjohnston.com](mailto:jschmitz@cityofjohnston.com).

### SITE 1

#### **NW 70<sup>th</sup> Avenue Access (Timothy Chicoine Memorial Access):**

Beaver Creek is a mid-sized meandering creek that travels from (north of) Perry to the Des Moines River southeast of Johnston. The river's depth and width varies throughout the year and tends to "flash" flood from heavier rains. Numerous logjams and deadfalls litter the bank and often extend into the river channel.

The NW 70<sup>th</sup> Avenue Canoe/Kayak Access (also known as the Timothy Chicoine Memorial Access) represents the farthest north point where individuals can access Beaver Creek in Johnston. From this point the creek meanders to the south/southeast through the riparian forest land. Although the creek winds through Johnston, most paddlers indicate the "feel" of the creek is remote and you rarely feel you are in the middle of a suburb.

Most paddlers will take out downstream at the Lew Clarkson Park access. This represents a float of between 2-3 miles. Some will choose to continue their float downstream and take out near the Merle Hay Road bridge, near I-80/35.



## **SITE 2**

### **Terra Lake at Terra Park**

Terra Lake is located in Terra Park at 6300 Pioneer Parkway in Johnston. It is a flat water 8-acre lake with a pier and a gravel boat ramp. The rentals will take place at the gravel boat ramp adjacent to Terra Shelter which includes bathrooms.



### **GENERAL BUSINESS PLAN**

Describe the days and hours of operation for both 70<sup>th</sup> Avenue Access (Timothy Chicoine Memorial Access) and Terra Lake. Indicate if you will be operating both sites simultaneously.

### **PROMOTIONAL PLAN**

Which mediums of promotion will you use to advertise for the rentals (newspaper, social media, etc.). Please also describe how you will communicate closings for weather or creek conditions to the public. City will include a link to your website on its recreation page, but will not be actively promoting your business.

### **KAYAKS**

Kayaks must be appropriate various sizes and abilities, to including sit-on-top and sit-in kayaks. Please include the brand and number of kayaks for rent.

### **SAFETY**

Pre-trip education on how to paddle for customers will be required.

Describe Personal Floatation Devices (PFD's) that will be provided to customers, as well as sizes.

It is recommended that the outfitter float/paddle the creek capturing video of conditions and possible debris before each rental period. Posting video of creek conditions on social media so the public is informed shows diligence to the safety of customers.



### **COMMUNITY PARTNERSHIP**

Instead of the City taking a commission as a form of payment for exclusive rights, please describe a *free public event* or events that will introduce citizens to canoeing/kayaking, showcase the service you will be providing the city and promoting community wellness.

### **SUBMISSIONS**

Email a PDF of your proposal to [jschmitz@cityofjohnston.com](mailto:jschmitz@cityofjohnston.com) (by Friday, Feb. 26 at 4 p.m.) that includes the following:

- Name, phone number, email and the contact information of 2 references.
- Photographs and descriptions of previous canoe/kayak rentals you have provided.
- Description of the brand of equipment and number of canoes/kayaks for rent.
- General business plan with days and hour of operation at both sites.
- Provide proof of insurance with a minimum of general aggregate of \$2,000,000 in coverage. The successful vendor will be required to add the city as an additional insured on the policy.
- Promotional plan, including all mediums to be used.
- Describe other concessions (i.e. food, beverages) you intend to provide.
- Provide a rate schedule for the cost to rent canoes/kayaks and any other equipment planned to be rented.
- Describe a *free public event* or events that will showcase the service you will be providing the city while also promoting community wellness.