



**Request for Proposal
Seasonal Campground Operations 2025
RFP# YHC CG 2025**

Yellowhead County is issuing this request for proposal to provide specified services to manage, operate, and maintain Jerry Vanderwell Memorial Park Campground in Yellowhead County and invite all interested groups, businesses, or individuals to respond.

1. OVERVIEW

1.1 Seasonal Campground Operations

Yellowhead County is seeking proposals for seasonal campground operations of the following areas:

Jerry Vanderwell Memorial Park (JVMP)

Campground contracting involves direct management independent of Yellowhead County for all business, operations, equipment, materials and staffing/subcontracting. Yellowhead County continues to direct/influence operation and oversee assets and capital expenditures as per annual budgeting.

The operator undertakes terms that include but are not limited to the following:

- staff may reside on-site at JVMP campground or operate remotely
- managing calls/reservations/sites/collecting fees
- cleaning sites, firepits, and outhouses
- removing all garbage/debris, performing grounds maintenance/firewood sales
- roving campground/day use patrols
- trail inspections and hazard reporting
- hiring and managing staff
- providing all equipment, materials and supplies as necessary as per Schedule "A"
- operating under contract for a period of one year with the option to renew for three years

1.2 Operating Season

The campground operating season is generally from May to October with sites available to the public from May long weekend to the end of September long weekend. There is some flexibility with the operating season date based on weather behavior, the frequency of registered site visits, previous year statistics and the actual statutory holiday dates of long weekends.

The operator may live on-site for the duration of the operating season.

1.3 Operating Terms

The campground operator will enter into a contract with Yellowhead County and will report to the Parks and Special Projects Coordinator. Yellowhead County will cover the costs for repair of assets within the campground due to damage caused by public use or age of the asset, such as underground wells/water pumps, outhouses (with the exclusion of stocked supplies), garbage receptacles, playgrounds, signs, docks and campground roads/loops etc. The contractor will be responsible for any damage resulting from operations or negligence.

The campground operator will keep all revenue from campsites and firewood sales. The campground operator will cover all costs for campground operations. Such costs may include but are not limited to the following:

- Telephone/cellphone service for reservations/information and to receive calls forwarded from registered campground telephone numbers
- Utilities (power to the contractor sites) as determined by the County
- Equipment purchase/rental/operation (vehicles, trailers, UTV, power washer, tools etc.)
- Stocking supplies (garbage/recycling bags, toilet paper, hand sanitizer, firewood etc.)
- Garbage collection and disposal including all other fees within
- Operations costs (fuel, wear and tear of equipment, equipment rentals etc.)
- Comprehensive General Liability Insurance (\$2,000,000); and Commercial General Liability (\$2,000,000); and Worker's Compensation Insurance; and Automobile Liability Insurance on all vehicles owned (\$2,000,000); and Property Insurance; and Fire, Theft, and Vandalism Insurance, and a Contractor Prequalification form.
- All staffing recruitments, training, operational costs

2. REQUIREMENTS AND REPORTING

2.1 Operating Requirements and Reporting

The campground operator collects and confirms all fees for registration and makes the rounds for garbage collection, firewood sales and general upkeep of the campground.

The campground operator will follow the operations schedule (Schedule A) as monitored by the Parks and Special Projects Coordinator for the recommended quality, frequency and performance targets of the various tasks required for operation.

The Parks and Special Projects coordinator will communicate complaints/concerns/compliments regularly with a summary of communication from the public.

The campground operator will track all statistics relating to site rentals, firewood sales, garbage disposal fees along with other information deemed necessary by the operator and produce a monthly report, invoice, and WCB to the Parks and Special Projects Coordinator within one week of the end of the previous month.

Within one month following the end of the operating season, the operator will submit a detailed annual report summarizing the activities for the operating season, including discussion on possible improvements, upgrades and suggested capital projects to enhance the campground, along with other information deemed necessary by the operator.

2.2 Customer Service Needs

The operator shall provide this service with the ultimate goal of meeting the customer needs while representing the County in a positive and safe manner.

The customer may include registered campers, general public who use Day Use areas, trails, greenspaces and roads as well as local residents who live nearby. This also includes consideration for tourists, seasonal campers, County event participants, County staff reservations and County staff and designated contractors performing work on behalf of the County.

These rural campgrounds are part of the community as a whole; therefore, campgrounds must be operated in a safe, respectful/professional manner, look aesthetically pleasing and not invite any wildlife/pests.

The operator will work with the RCMP and Yellowhead County Protective Services to deal with any illegal activity, contravention of County Bylaws or any public safety concerns.

3. REQUIREMENTS OF PROPOSAL

3.1 Proposal Specifications:

- I. Provide a detailed proposal plan, demonstrating an understanding of the RFP requirements, use of good judgment, commitment, professionalism, responsibility and innovation. The proposal must demonstrate an understanding of the role and responsibilities of the operator. Describe your vision, provide references, examples of previous operations and provide convincing evidence of qualifications and dedication to fulfill the role of campground operator.

Outline in detail, a plan to operate the campground which will include:

- How you intend to complete the schedule of daily, monthly, and seasonal operations that meet the Schedule of Duties (Schedule A).
- Procedures for fee collection. (Schedule B).
- Procedure/plan for providing firewood.
- How you intend to handle reservation requests and what systems you would implement to ensure a smooth and efficient process.
- Describe your communications plan to inform visitors of rules and expectations of the campground as well as events and programs that may be offered.
- Describe the advertising and promotional plans you would implement for the campgrounds.
- Explain how the campground will be efficiently, effectively, and safely operated to meet all operational and customer service needs outlined in Schedule A.
- How you intend to represent the County in a positive, safe, and independent manner.

III. Include the name(s) of key personnel and describe their duties, responsibilities and experience. List the number of full-time and part-time employees, and staffing schedule. List the vehicles and equipment that would be used. Include a Business Plan that itemizes the anticipated costs for the campground operation balanced against estimated revenues.

IV. List any value-added services that you would provide that will meet one or more of the following:

- Enhances campground user satisfaction and experience;
- Increases campground revenue and/or;
- Improves or increases service levels/offerings

Applicants are invited to express creativity within their plan, customer service and satisfaction, planning and hosting events (Canada Day, face painting, exhibits etc.) or the desire to offer enhanced services such as rentals, sales, marketing and general public involvement. This includes engaging local residents of the area and the public at large who utilize the Day Use areas.

V. Provide proof of ability to obtain insurance, worker compensation and provide proof of skilled labour certification as applicable to the service provision the applicant is proposing (e.g. chainsaw falling, ATV/UTV operations, class 5 operator's license etc.) as well as any other pertinent information relating to confidence in technical aspects of campground operation.

VI. Applicants are encouraged to visit the campground and day use areas and visualize peak summer periods, recognize logistical difficulties, understand time management, inventory local resources and gather locational familiarity.

4. PROPOSAL FORMAT AND RESPONSE

4.1 Title Page | 1 Page

Show the RFP name, RFP number, submission closing date, Operator name, address, telephone number, email address, and the name of the contact person.

4.2 Letter of Introduction | 1 Page

One page, introducing the team and the proposal, signed by the person(s) authorized to sign on behalf of, and bind the Operator to, statements made in the proposal.

4.3 Table of Contents | 1 Page

Show the page numbers of all major headings.

4.4 Methodology / Solution / Scope / Project Plan | 5 Pages maximum

Indicate your understanding of the key requirements of the project service and the methodology you will use in undertaking the service. Be sure to address all of the requirements and specifications contained in the RFP.

4.5 Operator Profile / Project Team Qualifications / Skills / Experience | 3 Pages maximum

Indicate the Operator's qualifications and capabilities for the project, including past contracts having similar requirements to the one being proposed. Provide information on the key personnel, summarize their qualifications and how these staff will be organized and supervised. If subcontractors are being used, include the same information for each of them. Provide relevant references / company information for a minimum of three references.

4.6 Price Proposal | 1 Page

The County may provide funding to support the campground operations and offset costs related to operations such as garbage removal. If there is a demonstrated need for subsidies, please describe them in detail with backing from no less than three quoted sources. Otherwise, all compensation to the operator is to come from revenues collected.

4.7 Proposal Length / Format | 12 pages maximum

Proposal clarity, including brevity and format, will more than likely be evaluated and awarded points accordingly. Your format should match that of the RFP for ease of reading and finding the relevant and important information. Your proposal should be no more than 12 pages total.

5. EVALUATION OF PROPOSALS

5.1 Scored Selection Criteria

EVALUATION CRITERIA SCORING

Possible Points (100 points)

- A. Introduction (5 points)
- B. Operator Profile and Experience (15 points)
- C. Response to RFP Requirements (20 points)
- D. Work Schedule/Project Management/Timeline for Completion (20 points)
- E. Overall Quality of Proposal (10 points)
- F. Pricing (10 points)
- G. Creativity / Customer Service Plan / Engagement (10 points)
- H. References (10 points)

CONTACT / DEADLINE FOR PROPOSALS

6.1 Contact

Requests for additional details can be directed to Todd Wilson, Parks and Special Projects Coordinator at 780-723-8659 or by email: twilson@yhcounty.ca

County Website: yhcounty.ca

6.2 Deadline for submission

March 19th, 2025, at 1600 hours

6.3 Submission

Submit proposals in print or by mail to:
Yellowhead County
Todd Wilson
2716-1st Ave
Edson, AB T7E 1N9
email : twilson@yhcounty.ca

SCHEDULE A

Schedule of duties in accordance to Public Health guidelines and reasonable operational expectations (example)

TASK	MINIMUM FREQUENCY	EXPECTATIONS
Visitor Services / Fee Collection		
Operating cell phone/landline/answering service for calls forwarded for campground information, reservations and firewood sales.	As required	24/7 access from the public for emergencies, bookings, questions and prompt reply to messages within a reasonable time frame. Includes call back to all interested parties and prompt response to messages, emails etc. Manage an online registration system or database tracking with confirmation to the customer. Manage a communication system that includes information, ample space for phone messages (no busy signals) and instructions on further contact options.
Collect fees from self-registration booth	2-3 x per day	Accurately account for fees collected and registered campers in a ledger
Ensure all overnight users have registered	Every day	Ongoing
Meet and greet campers/provide information	2-3 x per day	Campers will feel welcomed to the park and will be well informed of rules
Keep fee envelope well stocked	As required	Ongoing
Log user statistics from envelopes, firewood sales	Monthly	# of users, # of nights stayed, \$ paid
Adjust campground full / vacancy signs	As required	Where available, keep these signs accurate
Maintain all day use areas for general public	Every day	As per campground operational standards otherwise outline
Outhouses		

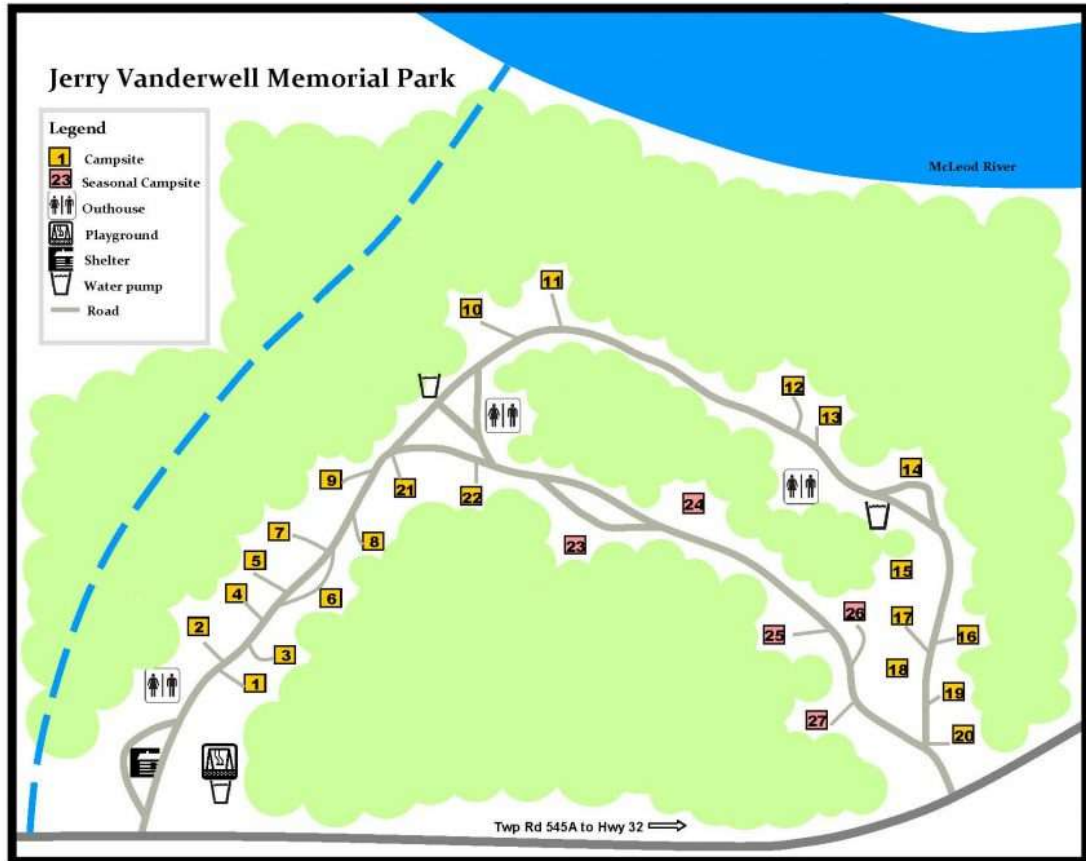
Clean floors, toilets and fixtures with germicidal detergent. Pressure washing outhouses at all locations.	1 x per day as needed pressure washing 2x per month or as required,	Remove dirt or stains, odors, disinfected as per Public Health guidelines. Outhouse inspections for pressure washing Fridays/Monday otherwise 2x per month or as required.
Restock toilet paper and hand sanitizer as needed	2 x per day	Ensure an adequate supply and measures to accommodate immediate requests
Clean walls and doors with detergent / pressure washing	Fridays and Mondays	Remove dirt, stains, smudges, mildew, pests, spider webs
Clean outside walls and doors / pressure washing	Fridays and Mondays	Ledges, beams, overhang and doors shall be free of dirt, dust, cocoons and cobwebs
Use deodorants and enzyme chemicals to control odor	As required	Keep odor under control
Sweep and wash concrete pad	1 x per day	No dirt/gravel or debris

Report outhouse vault levels, conditions, deficiencies	As required	Should not exceed $\frac{3}{4}$ full, control odors
General tidying and upkeep of outside areas surrounding outhouses	As required	Litter, waste, weeds, grass, animal/pest attractants etc.
Garbage Collection		
Remove garbage / recycling from containers	2 x per day and as needed	Should not be overflowing, excessively compacted or attractant to wildlife/pests
Replace plastic garbage / recycle bags	As required	Ongoing
Disinfect/pressure wash garbage cans, inside and out	2 x per month or as needed	Containers are to be free of food scraps, papers, grease, dirt and odor
Removal, collection, disposal, recycling of all waste and recycling bins and waste collection areas	As required	Cover all fees with collection, transportation, dump fees, special collection fees
General tidying and upkeep of areas surrounding bins	Ongoing	Litter, waste, weeds, grass, animal/pest attractants etc.
Fire Rings		
Remove wood ash, garbage, debris from fire Rings (backfill gravel), clear air intakes	As required and before next customer use	Fire rings shall be no more than $\frac{1}{2}$ full of wood ash.
General tidying and upkeep of areas surrounding rings	Ongoing	Pull tabs, bark, butts, seed shells, grey water waste etc.
Firewood		
Provide dry, clean firewood for a reasonable fee	As required	Reasonably priced firewood is made readily available upon request/drop-in as advertised in schedule /posted hours
General tidying and upkeep of areas where wood is staged / stockpiled	Ongoing	Litter, waste, weeds, grass, animal/pest, fire hazards, attractants etc.
General Maintenance/Duties		

Maintain safe and organized staging/equipment areas, sheds, structures and areas where the operator resides. Avoid clutter, attractants, excessive hoarding or stacking. Mitigate fire potential/attractants, wildlife/pest attractants, garbage/recycling build up and any other reasonable measures	Ongoing	Operate under Health and Safety plan, Insurance, Alberta WCB, Alberta Public Health guidelines as required.
Remove debris, graffiti, food/drink, pests from picnic tables	1 x per day or before next customer use or as requested	Neatly groomed area, free of debris, attractants
Maintain all day use area to campground standards	Ongoing	Ongoing
Remove wood ash, debris and garbage from day use fire pit rings, extinguish (and/or report random / abandoned) fires	As required	Ongoing
Pick up litter from campsites, roadways, day use areas, treed areas and beach/water area	1 x per day	Ongoing
Re-position, and, paint and perform minor repairs to picnic tables	As required	Request new picnic tables from Yellowhead County
Sand, paint, minor repairs to amenities, shelters and other buildings	As required	Ongoing
Sweep picnic shelter	1 x per day	No dirt or debris
Tidy all park signs and self-registration kiosks	As required	No dirt, debris or bird droppings
Clean water pumps and surrounding areas, sanitize handle and spout of tap/pump	As required	Water pumps must be kept free of any dirt, dust, food particles and other debris. Concrete pads must be kept free of excess gravel and sand.

Clear and remove fallen trees from sites and roadways within campgrounds and roadways, Identify and remove or inform Parks Coordinator of suspected danger trees	As required	Cut and remove fallen trees that block or impair movement and/or use of sites or pathways within campground. If further analysis or professional removal is required inform and consult with Parks and Special Projects Coordinator
Assist Yellowhead County Staff		
Assist with County events such as extra cleaning, site reservations and blocking off areas.	As required	Special events with advanced notice or last-minute reservations and site access for incidents such as dangerous tree removals or construction.
Report any public safety concerns to the RCMP and or Yellowhead County Protective Services	As required	For campground and day use area related offences.

SCHEDULE B



Location: 13 km north of Highway 16 on Highway 32

Jerry Vanderwell Memorial Park Campground

Campground Info: 27 Campsites, Day Use area, Playground (install 2022)

Fees \$20.00 per night

Sites 23 to 27 available at JVMP by reservation.