RESOLUTION - ACTION REQUESTED 2020-704

MEETING: December 1, 2020

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Mariposa Visitor Center RFP

RECOMMENDATION AND JUSTIFICATION:
Authorize Staff to Advertise a Request for Proposals (RFP) for Visitor Center Management Services.

The Mariposa County Visitor Center is a valuable community asset, a key component of the visitor experience for many travelers, and one way the County strives to contribute to local businesses. Routine bid processes that allow for open competition are essential to providing the most efficient, effective and equitable services to residents and visitors. Accordingly, staff recommends approval of this item.

The attached RFP solicits proposals from qualified organizations to provide Visitor Center Management Services in the town of Mariposa and on behalf of the entire County of Mariposa. Requested services include securing a location for a visitor center, promoting community attractions and events, responding to inquiries from visitors and residents, building key partnerships and meeting necessary reporting requirements. The RFP is subject to standard legal terms and anticipates selection in February with services to begin April 1, 2021 and extend for three to five years.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On October 27, 2020, the Board adopted Resolution 2020-637 approving a six-month agreement with the Mariposa County Chamber of Commerce for the operation of the Mariposa Visitors' Center in the amount of $73,332. At this time, the Board also made clear the County's intention to pursue an RFP process to award the next agreement.

On October 22, 2019, the Board adopted Resolution 2019-619 approving a one-year agreement with the Mariposa County Chamber of Commerce for the operation and repair of the Mariposa Visitors' Center in the amount of $250,000. $30,000 of this agreement targeted toward visitor center repairs was never expended.

On October 17, 2017, the Board adopted Resolution 17-706 approving a two-year
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agreement with the Mariposa County Chamber of Commerce for the operation of the Mariposa Visitors' Center in the amount of $337,000 (or $168,500 per year).

On September 22, 2015, the Board adopted Resolution 15-457 approving a two-year Agreement with the Mariposa Chamber of Commerce for the operation of the Mariposa Visitors' Center in the amount of $331,442 (or $165,721 per year).

On October 14, 2014, the Board adopted Resolution 14-525 approving a First Amendment to the Agreement adding language regarding allowing the Chamber to close the Visitors' Center for up to 10-days in a calendar year for holidays and training classes, and changing the termination notice to 30-days.

On September 23, 2014, the Board adopted Resolution 14-499 approving a one-year Agreement with the Mariposa County Chamber of Commerce for the operation of the Mariposa Visitors' Center in the amount of $159,000.

On November 5, 2013, the Board adopted Resolution 13-491 approving a one-year agreement with the Mariposa County Chamber of Commerce for operation of the Mariposa Visitors' Center in the amount of $145,000.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:
Do not authorize staff to advertise the RFP. Staff will need additional direction on how to proceed.

ATTACHMENTS:
2020 Visitor Center Services RFP (DOCX)

RESULT: ADOPTED [UNANIMOUS]
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Miles Menetrey, District V Supervisor
AYES: Rosemarie Smallcombe, Marshall Long, Miles Menetrey
EXCUSED: Merlin Jones, Kevin Cann