



CITY OF BLUE LAKE

REQUEST FOR QUALIFICATIONS (RFQ)

RV Park, Campground and Support Services Development Plan and Engineering and Economic Analysis

City of Blue Lake

Request Release Date: September 8, 2021

Request Submittal Date: October 8, 2021

Request Contact Person: Amanda Mager, City Manager
City of Blue Lake
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INTRODUCTION:

The City of Blue Lake is soliciting qualification-based proposals from qualified firms/teams to conduct an economic and preliminary engineering analysis and development plan for recreation focused development in the City of Blue Lake. The City is specifically interested in the development of an RV park and campground, along with support amenities and infrastructure improvements.

The City of Blue Lake has received funding from the Economic Development Administration to support the City's efforts to analyze and determine the economic viability of various development opportunities and to guide the City and the business community in future investment.

The City is seeking a qualified firm/team with local, regional and national experience that has the demonstrated capacity to provide industry recognized results with a focus on recreation-based accommodations, including full-service RV accommodations and



glamping/camping facilities. The City is encouraging a team approach in order to facilitate a comprehensive end product and to meet the specific goals and objectives identified for each aspect of the project.

Respondents must be able to meet the grant objectives identified in the City's approved grant application (**Attachment 1-Project Narrative**).

The City of Blue Lake has embraced, recreation, arts, culture and craft industry as its economic drivers and is seeking further guidance and demonstrated data to further development investment and guide policy and planning efforts. Respondents are encouraged to take a team approach in order to maximize local, regional and national expertise.

Deadline Submission: **All proposals must be received no later than 4:00 p.m. on Friday October 8, 2021.**

SCOPE OF SERVICES:

The City of Blue Lake is soliciting proposals from qualified firms/teams to conduct the following Scope of Service for the development of an RV park and campground and secondary business development opportunities:

1. **Perform a Site Analysis & Preliminary Engineering & Environmental Investigation:** Analyze proposed site(s) for development strengths and constraints, including infrastructure needs and availability, clean-up costs, environmental concerns and resiliency improvements that provide multi-tiered benefits
2. **Conduct a Community & Regional Needs Assessment for Recreation Accommodations:** Identify community and regional development needs, including identification of amenities that provide year-round revenue and provide support to new and existing businesses (i.e. development of conference/meeting space, year-round accommodations for business travelers and winter recreation enthusiasts)
3. **RV Park and Campground Fiscal Analysis & Financing Plan:** Complete a financial and performance analysis of the project; the analysis should identify development costs, revenue potential, operational costs and investment strategies. The analysis should evaluate the development from a mid-range and high-end operational structure.
4. **Secondary Business Development:** perform an analysis of secondary/support business opportunities that will be generated from the proposed development. This analysis will identify opportunities to create reciprocal economies with shared



development investment and infrastructure improvements (i.e. common parking features, landscaping improvements, cross marketing, amenity and service provisions, etc...)

5. **Preliminary Designs:** create a preliminary design and layout of the proposed facility, including an architectural rendering that can be used for investment marketing.

6. **Grant Management:** Manage grant objectives, reporting and matching requirements as identified in the grant application

LOCATION DESCRIPTION:

The City of Blue Lake is a small rural community located in far Northern California. Lying approximately five miles east of the City of Arcata, Blue Lake prides itself on its sunshine and eclectic blend of community character. The City has a limited land base for future development and is working to create an economic climate that attracts community supported development and a sustainable retail climate.

The City has undergone an economic shift from a resource-based industry town to a community that is becoming recognized locally and regionally for our sunnier weather, our beautiful recreation facilities and our burgeoning arts and craft industry offerings. The City is home to a world-renowned school of physical theatre and regionally acclaimed craft micro-brewery.

The City is located along the banks of the Mad River, which provides fishing, kayaking and sun-worshipping opportunities. The City plays host to numerous mountain biking events and lies in close proximity to world class recreation trails for biking, hiking and equine enthusiasts. Nearby tourism draws include Redwood National and State Park and miles of pristine and accessible coastline lying along the Pacific Ocean.

The City has seen a marked up-swing in local and regional tourism and is looking to increase development opportunities that capture these market sectors. The City seeks to employ “smart growth” strategies to increase sustainable and resilient economic opportunities, while at the same time preserving the character and charm of our community. The City is home to several craft producers and desires to increase opportunities for their continued success.

Areas of development interest include, but are not limited to the following:

- RV park and campground development



- Sports complex and festival space
- Bicycle, pedestrian and equestrian trail development
- Fueling station
- Restaurants/Bakery
- Grocery/Mercantile
- Recreation/rental facility (kayaks, bikes, etc....)
- Fishing guide services/tackle shop
- Equine facilities, including eventing space and lodging

The resulting analysis should allow the City, our regional partners, and our business community, to focus our economic development strategies, including land use policy development, zoning development/modifications, capital investment strategies, infrastructure investment and marketing strategy development and deployment. The resulting study should work in partnership with our regional CEDS and should build off existing data and development strategies.

The final deliverable must be a well thought out and vetted development plan that can be marketed for development investment.

The City will negotiate a final scope of work with the highest ranked firm/team; the final scope of work may include additional elements or modifications to meet the City's needs.

POINT-OF-CONTACT:

The City of Blue Lake requires that Respondents restrict all contact and questions regarding this RFQ to the individual named below. Questions concerning terms and conditions and technical specifications shall be directed in writing via email to:

City of Blue Lake
Attention: Amanda Mager-City Manager
RFP- RV Park and Campground Development Plan and Engineering and Economic Analysis

PROPOSAL REQUIREMENTS:

If you or your firm is interested in the opportunity to work with the City, please provide the following information:



- Firm or Individual Name, Address, Telephone Number, Email Address, Website address and Year Organized of the firm or person submitting the proposal;
- Qualifications, Licenses, Certifications, Specialized Training and Educational/Professional Resume of all persons that would provide services under any resulting contract;
- A description of capabilities to satisfy the requirements of this RFP; including any previous experience or services provided in a similar capacity;
- Provide a list of a minimum of three (3) references for *similar* services only, who can attest to the Respondent's knowledge, quality of work, timeliness, diligence, and professionalism. Respondent must include names, contact persons, and phone numbers for all references;
- Other factors or special considerations you feel would influence your selection;
- Fee Schedule and Rates-Provide hourly rates for each person assigned to the City, or any alternative fee structure that you propose;
- Scope of Work-provide a detailed description of your proposed approach and how it will meet the needs of the City and our business community. This should include a detailed description of analysis tools and methods and a description of final outcomes and results.

OTHER TERMS AND CONDITIONS:

The City reserves the right to reject any or all responses. The City reserves the right to waive any variances from the original Request for Proposal's specifications in cases where the variances are considered to be, in the sole discretion of the City, in the best interests of the City.

All proposals submitted in response to this RFQ shall become the property of the City. The City retains the right to use any or all of the information presented in any proposal to the RFQ, whether amended or not. Selection or rejection of the proposal does not affect this right.

Contract(s) shall be awarded to the applicant(s) determined to be the best qualified to meet the City's needs, with a mutually agreeable start date.

Contracted firm/team must be able to meet the terms and conditions set forth by the granting agency (US Economic Development Administration), including but not limited to agency contracting requirements.



EVALUATION CRITERIA

These criteria are to be utilized in the evaluation of the Proposals of those Respondents to be considered. Respondents are required to address each evaluation criteria in the order listed and to be specific in presenting their qualifications.

- General qualifications of the candidate for the position and key support personnel
- Quality and extent of services available
- Experience
- References
- Costs
- Compliance with this Request for Proposals
- Other criteria which pertain to providing effective and efficient services, such as availability for questions and contact, timeliness, responsiveness and follow-through

COMMUNICATION DURING EVALUATION

Under no circumstances shall any Respondent contact in person, by telephone, or otherwise, any representative of the City of Blue Lake other than as provided above regarding this RFQ. Failure to comply with this provision may result in the disqualification of that entity from this procurement process.

SUBMITTAL

Please provide three (3) bound copies of the proposal, including one original with the signature of an authorized individual on a typed letter of submittal.

Proposals shall be submitted in a sealed envelope clearly marked on the outside of the envelope, “**RV Park and Campground Development Plan and Engineering and Economic Analysis**” and addressed to:

City of Blue Lake
Attention: Amanda Mager
111 Greenwood Road
PO Box 458
Blue Lake, CA 95525

Submission Deadline:

All proposals must be received no later than 4:00 p.m. on October 8, 2021



ATTACHMENT 1

EDA Project Narrative

Project Narrative:

The City of Blue Lake is located in far Northern California, approximately 7 miles to the East of the town of Arcata. Blue Lake is a small, yet vibrant community surrounded by beautiful mountains and bordered by the Mad River. The City is known for its abundance of sunshine, our recreation facilities and our eclectic brand of residents. The City is also becoming known for our craft brewery and distillery, our festivals and our propensity for horses.

The City of Blue Lake is an eclectic mix of historical and contemporary development and is on the very cusp of blending the two in an attractive and exciting way. We truly are on the verge of an economic renaissance.

Historically, the City of Blue Lake was supported by the timber industry; our residents worked in the woods and the mills and our communities were largely supported by timber-based revenue. The timber companies played a large part in the development of our community and for many years we reaped the benefits of sustainable, living wage jobs.

With the downturn in the timber industry, the City of Blue Lake saw its economy and demographics change almost over-night. Families had to move away to find work and what once was a bustling community quickly saw homes being purchased by retirees and families that worked in industries outside of the City. Quickly our City became a “bedroom community” with little opportunity for people to live and work in Blue Lake.

In recent years Blue Lake has started to see an economic shift; like many communities across the nation we have had to re-think ourselves and assess and define our community and regional value. Luckily for Blue Lake, people outside our community have discovered that you can beat the coastal fog by coming out to Blue Lake and our local brewery is attracting a regional following. The City of Blue Lake is also famous for our internationally acclaimed school of physical theatre, Dell’Arte International, and we have seen an upsurge in the various types of festivals, etc... taking place in the City.

In partnership with our local and regional neighbors, the City of Blue Lake has actively participated in the development of the Humboldt County Economic Development Strategy. This development plan identifies several economic sectors that have proven success and growth potential in our region. Several of these industry sectors have taken root in Blue Lake and we are seeing continued growth from our existing businesses, as well as new businesses locating to our community.



Recently the City began the process of re-branding and re-imagining what was historically the City's Industrial Park. This is an area of town that was purchased to support the development of business and industry for the City. Over the years the property has been developed in a patchwork manner that has created inconsistent uses and intersections. The site is currently home to a non-operating biomass power plant, a brewery, the City's corporation/storage yard, a distillery, chocolate factory, smoked fish processor, craft food producer, publishing company, portable toilet storage yard and a high-end wood crafting company.

The site is bordered on one side by the Mad River and on the other side by our levee trail and Powers Creek. The area is widely popular for walking, biking and horseback riding, and surprisingly all of these functions are co-existing and thriving.

The new and expanded vision for the property is the development of a livable and walkable area that supports additional housing and food and recreation-based business development. We want to develop a space that allows people to get out of their cars and enjoy their surroundings. A development that provides a self-supporting foundation yet allows regional participation. We want people to come to Blue Lake to enjoy our sun, to swim in our river, to walk our trails and eat and drink in our restaurants. This is a "*getting-back-to-basics*" style of development that provides a connection between the consumer and the producer.

Through this process of evaluation and rebranding the City created a preliminary master plan that emphasized a very coordinated development; the plan sparked the interest of a local developer and several successful local businesses. We are in the process now of negotiating a long-term ground lease for the development of several acres of the City's vacant land. The development will include a mixed-use development scenario that integrates retail, commercial, light manufacturing and housing. The development is attracting the interest of several local businesses that are looking to expand their current services and production capacity.

With this type of success just on the horizon, the City is interested in continuing to create responsible and sustainable development scenarios. The City has several acres of land still available for future development and would like to continue to make sound investments through a well thought out and vetted process.

Project Benefits:

The City of Blue Lake is quickly becoming a regional day time destination location; with our sunny weather and proximity to the river and various recreational facilities, the City is seeing an immense upswing in the number of people visiting our community and is looking for opportunities to keep them in our area longer. The City has a lack of lodging facilities and the region overall has a lack of recreation centric lodging.

Although this upswing in visitor numbers is great, it is also problematic in that the City has not increased its capacity to capture tourism dollars. We are seeing people come to



our community with money to spend in their pockets, but we are not set up to provide them with expanded spending opportunities. The City has limited retail outlets, and food services...and yet, the authenticity of our community continues to attract visitors.

The City is actively working to recruit businesses that will have some form of retail outlet; we believe that the number of visitors coming to Blue Lake justifies development and will create a reciprocal economy that can expand jobs, increase revenue, satisfy the needs of our visitors, while also providing benefit and support to our residents and the City's operating budget.

Area to be Served:

Although the proposed study will focus on the City of Blue Lake, the results will have far reaching regional benefits. The City of Blue Lake is an active participant with our regional development partners and agencies and is working on opportunities to create events, promotions and cross marketing campaigns that provide local and regional economic benefit.

As our economies become more intertwined, we are seeing the need to look at our regional benefits through a wider lens; it is not enough to develop and promote our communities in silos. As tourists look for authentic experiences we need to be building economies that are reflective and encompassing. By working closely with our local and regional partner agencies we are confident that the development and growth of Blue Lake will add to the regional menu.

Coordination with Area Economic Development:

The City of Blue Lake actively participates in local and regional economic development forums; we are actively participating in the update of the County wide economic development strategy document and routinely meet with local and regional development agencies to identify funding opportunities and development strategies.

The funding for this study received support from our local economic development agencies and investment community. Matching funds for the project will come from the County of Humboldt, Redwood Region Economic Development Commission and Arcata Economic Development Corporation.

The City of Blue Lake is actively pursuing several industry clusters identified in the County wide plan; we believe that these industries are highly reflective of the needs and goals of our community and have the best opportunity for future success. The City has been working to update our current zoning standards to be more reflective of this development strategy and has been following closely the successes and failures of other communities as they move forward similar development plans.



ATTACHMENT 2

BLUE LAKE MAP-AREAS OF SPECIAL INTEREST

