

**TOWN OF CLARKDALE, ARIZONA  
VERDE RIVER @ CLARKDALE**



**INITIAL INVITATION FOR PROPOSALS FOR  
COMMERCIAL RIVER RUNNER OUTFITTERS**

**Issued By:** Town of Clarkdale  
**Date:** October 8, 2015  
**Location:** Clarkdale, AZ

**Sealed Proposals For the Initial Offering  
will be accepted by:**

Town of Clarkdale  
Office of the Town Clerk  
P.O. Box 308  
Clarkdale, AZ 86324

**Until 5:30 p.m. MST  
November 18, 2015**

**For Information Contact:**

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between 8:00 a.m. and 5:30 p.m.  
Monday-Thursday and  
between 8:00 a.m. and 12:00 p.m. Friday

## I. INTRODUCTION

The Verde River corridor is one of Arizona's most important resources, both in its richness and in its usefulness. It provides innumerable benefits to the state's economy, its residents' quality of life, and the natural, cultural, and scenic environment. The Verde River is known for its beauty and diversity of landscape, its opportunities for recreation, the bounty of its water and riparian lands, for fish and wildlife populations as well as for human communities, and for the link it provides with the past and the path it opens to the future.

In 2011, the Town of Clarkdale identified the 2.2 miles of the Verde River that flows through the Town as a key resource that was under-utilized, inaccessible, and as a result, economically, socially and culturally undervalued by the Town, its residents and the entire State. In June of that year, they founded the Verde River @ Clarkdale project, with the overarching principle that public knowledge and understanding is vital to the protection and preservation of the Verde River. In keeping with that principle, the Town of Clarkdale believes that getting people onto the river to form personal connections is key to its future sustainability.

From its inception, Clarkdale's project dream was that it's possible to protect, preserve and restore the river and its habitat, while:

Honoring existing water rights;

Enhancing the public's experience; and,

Improving the economy of Clarkdale.

The first major milestone of the Verde River @ Clarkdale project was the approval of an Intergovernmental Agreement in July, 2012 between Arizona State Parks and the Town of Clarkdale wherein the two agencies agreed to cooperatively manage the 69 acre Tuzigoot River Access Point. The agreement was embraced as a benefit to both agencies, offering them the opportunity to join together in the face of limited resources to manage the site.

In April, 2013, the Town of Clarkdale and the landowner Freeport McMoRan, Inc. entered into a Verde River Access License Agreement, designating a portion of private property on the river that was once restricted access as public park land under the management of the Town of Clarkdale. In February, 2014, that agreement was amended to move the site to the Lower TAPCO River Access Point, a 110 acre piece of property located approximately 3 miles upstream from the Tuzigoot River Access Point.

The Town of Clarkdale opened the Lower TAPCO River Access Point on June 18, 2014, providing the public with access to diverse year-round recreational activities on the river. As expected, the site quickly became popular as a kayak launch point for boaters who wanted to float the 3-mile stretch of river between the Lower TAPCO River Access Point and the downstream Tuzigoot River Access Point.

In 2014, the first special use permits to allow commercial outfitters to operate at the RAPs were issued. In 2015, the Town of Clarkdale and Arizona State Parks aligned their permitting into a single process, and permits were awarded based on selection through a prospectus process.

Because it is known that competitive interest exists, the Town of Clarkdale is once again using the prospectus process for selecting applicants and awarding permits for our remaining commercial capacity. All applications received by the deadlines established in this Offering will be considered simultaneously.

The TOC will accept applications for permits in all categories after the date of the Offering, subject to available capacity. All such applications will be subject to all terms and conditions of the Offering, and no applications received after the date of the Offering will be considered until all applications received under the Offering have been subject to the review and consideration process.

#### Goals and Objective of this Offering:

The objectives of this offering are to:

- Provide commercial recreational opportunities on the Verde River @ Clarkdale, for visitors and residents;
- Provide safe and enjoyable recreational experiences on the Verde River @ Clarkdale;
- Provide financial sustainability for the Verde River @ Clarkdale project and economic development opportunities for the Town of Clarkdale.

The goal of this prospectus is to meet these objectives, while maintaining quality experiences for visitors and residents who recreate at the Verde River @ Clarkdale, and while protecting, preserving and restoring the Verde River and its habitat

#### Area Covered by this Prospectus

Applicants may request use of the two River Access Points (RAPs) on the Verde River @ Clarkdale that are owned or operated by the Town of Clarkdale, as follows:

- Lower TAPCO RAP (3400 Sycamore Canyon Road, Clarkdale) – Launch Site
- Tuzigoot RAP (15 E. Tuzigoot Road, Clarkdale) – Landing Site

## **II. GENERAL INFORMATION**

### **A. Definitions**

The following terms and definitions will be helpful in reviewing the information presented in this initial prospectus.

- 1) "Advertise" or "advertisement" means any message in any printed materials or electronic media used in the marketing and messaging of outfitter operations.
- 2) "Allocation of Use" means an amount of use allocated to a permit holder that is measured in customer units and that is enumerated in a Commercial Outfitter Permit.

- 3) "Available Use" or "Capacity" means an allocation of use that is measured as the number of customer units; that is consistent with applicable Town of Clarkdale rules and regulations, and that is established as a policy decision of the Clarkdale Town Council.
- 4) "Commercial Outfitter" or "Outfitter" means any person advertising to provide or providing outdoor recreation services in the nature of facilities, guide services, instruction in outdoor recreation skills, or transportation for the purpose of outdoor recreation; except that "commercial outfitter" or "outfitter" does not include any person whose only service is providing motor vehicles, vessels, and other equipment for rent, or any person who is providing outdoor recreation services exclusively for family or friends outside of a regulated trip.
- 5) "Commercial Outfitter Permit" means a permit issued by the Town of Clarkdale to any person advertising to provide or providing outdoor recreation services in the nature of facilities, guide services, providing instruction in outdoor recreation skills, or providing transportation for the purpose of outdoor recreation on public lands owned or operated by the Town of Clarkdale.
- 6) "Commercial Interpretive/Educational Trip" means a trip with a primary purpose to enhance the understanding and appreciation of the wildlife, cultural and natural resources of the Verde River @ Clarkdale, and to further the goals of the preservation and conservation of the Verde River.
- 7) "Commercial Recreational Trip" means a trip with the primary purpose of enjoyment, pleasure, relaxation and fun.
- 8) "Customer Units" or "Customers" means one person receiving recreational service from a commercial outfitter on any one day.
- 9) "Guide" means any individual, including but not limited to subcontractors, employed for compensation by any outfitter for the purpose of providing assistance on regulated trips.
- 10) "Permit Holder" or "Permittee" An individual or entity that holds a Commercial Outfitter Permit authorizing outfitting or guiding activities by the Town of Clarkdale.
- 11) "Person" means any individual, sole proprietorship, partnership, corporation, nonprofit corporation or organization, limited liability company, firm, association, or other legal entity either located within or outside of this state.
- 12) "Regulated trip" means any trip for which outdoor recreation services are provided which has been the subject of an advertisement or for which a fee has been charged regardless of whether such fee is:
  - a. Charged exclusively for the trip or as part of a packaged trip, recreational excursion, or camp; or,
  - b. Calculated to monetarily profit the outfitter or is calculated merely to offset some or all of the actual costs of the trip.

"Regulated trip" does not include a trip in which a person is providing outdoor recreation services exclusively for family or friends as part of a social gathering of such family or friends.

13) "Vessel" means every description of watercraft used or capable of being used as a means of transportation of persons and property on the water, other than single-chambered air-inflated devices or seaplanes.

14) "Watercraft" means any boat designed to be propelled by machinery, oars, paddles or wind action upon a sail for navigation on water, or as may be defined by rule of the Arizona Game and Fish Commission, in compliance with A.R.S. 5-301.21

## **B. Successful Applicants - Issuance of Permits**

After all proposals have been rated, the panel will recommend to the Town Manager those proposals that the panel feels are qualified to be awarded a permit. The Town Manager has selection authority to accept or reject the recommendations of the panel.

Selection of successful applicants under this Prospectus is anticipated by December 9, 2015. All applicants will be notified of results via certified U.S. mail or email. Successful applicants must post their required deposit with the Town of Clarkdale within 20 days of their receipt of results notification and must fully execute their permits within 45 days of receipt of results notification. Applicants who fail to post the required deposits or fail to execute their permits within the specified time frames will be removed from the list of recommended outfitters generated from this process and their capacity allocations may be distributed to other qualified outfitters.

Arizona law and the Clarkdale Town Code specify that permits may be issued for a maximum of one year. Successful applicants who post their deposits and execute their permits within the time specified will be issued Commercial River Runner Outfitter Permits through the calendar year 2016. Permits will be eligible for reissuance for subsequent one year terms as long as the holder maintains acceptable performance. Outfitter will be required to submit an updated Annual Operating Plan for each year of operation, and fees and capacities are subject to change annually.

Commercial River Runner Permits are subject to suspension, revocation and other disciplinary measures at any time during the permit term, in accordance with Section 8-7-10 of the Clarkdale Town Code.

The selection of the successful applicant(s) is appealable as outlined in the Clarkdale Town Code. An appellant must file a notice of appeal within 15 days of the date on the notice of written decision of selection.

## **C. Management Direction**

Agency policy, management direction and the criteria outlined in this prospectus will be followed in reviewing proposals, selecting successful applicants, and issuing permits as a result of this offering. The Town of Clarkdale's policy for Commercial Outfitters can be found in the Clarkdale Town Code, Article 8-7, which is available on the Town of Clarkdale website, <http://www.clarkdale.az.gov>

## **D. Reviewing the Information**

All prospective applicants are advised to read this prospectus and the application instructions carefully, and to review the sample permit (Appendix A).

## **III. OFFERINGS**

This offering will meet the public need by providing successful applicants the opportunity to obtain permits for Commercial River Runner Outfitting on the Verde River @ Clarkdale.

### **A. Fees**

The 2016 fee for an outfitter/guide services is \$5 per customer per day. A deposit in the amount of 15% of the per-day rate multiplied by the annual quota assigned in the given outfitter permit is due within 20 days of notification of the results of this selection process. For instance, if an outfitter were awarded a permit allowing up to 1,000 customers, the deposit amount would be \$750 (1,000 x 15% x \$5).

Thereafter, by the 15<sup>th</sup> day of each month during calendar year 2016, outfitter will provide monthly reports on forms prescribed by the Town of Clarkdale and pay for usage during the preceding month. The final monthly payment of the year will be reconciled against the beginning deposit amount, with any refunds issued or additional fees due settled at that time.

An additional fee amounting to 10% of the amount paid under the Town of Clarkdale fee structure outlined above will be assessed to secure the Tuzigoot River Access Point as a landing site from Arizona State Parks. For instance, in the example above, if the outfitter paid an initial deposit of \$750 for their permit, an additional \$75 (which equals 10% of the \$750 payment) is also due at that time as the Arizona State Parks fee. The same structure will apply to monthly usage payments.

The fees and payment schedule outlined above is for the 2016 calendar year only, and is subject to change on an annual basis.

### **B. Available Use/Capacity**

River Runner use will be allocated in terms of customer units and available capacity under this Offering is categorized as follows:

- A maximum of 5,593 customer units are available for recreational trips
  - A maximum of 500 of the 5,593 recreational customer units can be assigned for unguided trip customers
- A minimum of 442 customer units are reserved for guided interpretive/educational trips. If demand for guided interpretive/educational trips is in excess of the minimum amount available, the capacity needed to meet that demand may be deducted from the available capacity for recreational trips.

- Maximum guided trip size is sixteen (16) persons per trip. This maximum includes trip guides.
- A maximum of twelve (12) unguided trip customers are allowed per calendar day per outfitter. Unguided customer trips must be taken in a vessel that meets the Arizona definition of a watercraft.

These figures are the maximums available in this Offering. *Capacities are subject to change annually.* Our focus during the review process will be on quality of submittals, and not on allocating all available capacity. Unallocated units after this prospectus process is complete may be available to outfitters who submit applications later in this calendar year. All such applications will be subject to all terms and conditions of this Offering.

Since capacities are subject to change on an annual basis, award of a particular amount of capacity in 2016 does not guarantee an award of the same amount in future years. Capacity will be allocated to existing permit holders as equitably as possible in subsequent years.

### **C. Allocation of Use**

Each applicant may apply for the maximum available allocation as outlined above, but applicants are encouraged to apply for only the number of customer units they would realistically use. Usage of allocation will be considered as a factor in determining capacity allocation during future permit reissuance processes.

Use will be allocated based upon the ranking of the successful applicants' requests. In the event that equally ranking successful applicants request amounts in excess of available capacity, use will be allocated as equitably as possible, with priority given for allocation of capacity to interpretive/educational guided trips first, recreational guided trips second and unguided recreational trips last.

Any use not allocated through this initial prospectus may be made available for applicants on a case-by-case basis during the remainder of the 2016 calendar year. Such applicants will be subject to the same provisions and review as outlined in this prospectus, and will be reviewed on timelines as determined by the Town of Clarkdale.

The number of successful applicants will be based upon the overall qualifications of the applicants as ranked according to the evaluation criteria found in Section V.

### **D. Special Stipulations for Permitted Outfitters**

Commercial river runner uses will be authorized with the following stipulations:

- All trips on the Verde River @ Clarkdale are expected to convey an educational message about the importance of the preservation and restoration of the Verde River and its habitat.
- For purposes of appropriately filing Arizona Transaction Privilege Taxes, the outfitter shall ensure that Regulated Trips under any Commercial Outfitter Permit

issued by the Town of Clarkdale either begin in the Town of Clarkdale or take place entirely in the Town of Clarkdale.

- The Town of Clarkdale will make the Clarkdale Sites available to the Permit Holder, seven (7) days per week from the effective date of this Permit (excluding Thanksgiving Day, Christmas Eve and Christmas Day) through December 31, 2016. Site availability is subject to the normal hours of operation of the Clarkdale Sites. Site availability is also subject to safe and acceptable operating conditions (including river flows) and scheduling changes necessitated by special events, as determined by the TOC.
- The Town of Clarkdale requires all permitted outfitters to work cooperatively with each other and the Town to develop operational plans that ensure appropriate time spacing between individual trip launches in order to ensure appropriate social encounter levels on the river.
- The Town of Clarkdale expects all permitted outfitters to work cooperatively with each other and the Town to ensure safety and access along the river in the areas between the two permitted River Access Points.
- The Town of Clarkdale will assess an additional 10% permit fee as required by Arizona State Parks for the use of the Tuzigoot RAP as a landing site for trips regulated under this permit. A separate individual permit will not be required from Arizona State Parks.

#### **IV. SPECIAL CONDITIONS**

##### **A. Insurance Requirements**

Commercial Outfitter Permit Holder and subcontractors shall procure and maintain at the Permit Holder's own expense, until all of their obligations have been discharged, including any warranty periods under this permit, are satisfied, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Permit Holder, his agents, representatives employees or subcontractors.

The insurance requirements herein are minimum requirements for this permit and in no way limit the indemnity covenants contained in this permit. The Town of Clarkdale and Arizona State Parks in no way warrants that the minimum limits contained herein are sufficient to protect the Permit Holder from liabilities that might arise out of the performance of the work under this permit by the Permit Holder, its agents, representative, employees or subcontractors, and Permit Holder is free to purchase additional insurance.

- A. MINIMUM SCOPE AND LIMITS OF INSURANCE: Permit Holder shall provide coverage with limits of liability not less than those stated below.
  - 1. Commercial General Liability – Occurrence Form  
Policy shall include bodily injury, property damage, personal injury and broad form contractual liability coverage.

- General Aggregate \$1,000,000
- Products – Completed Operations Aggregate \$ 500,000
- Personal and Advertising Injury \$ 500,000
- Blanket Contractual Liability – Written and Oral \$ 500,000
- Fire Legal Liability \$ 25,000
- Each Occurrence \$ 500,000

- a. The policy shall include a separate Additional Insured endorsement evidencing the policy amendment to include the following additional insured language: “The Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions, and its officers, officials, agents, and employees shall be named as additional insureds with respect to liability arising out of the activities performed by or on behalf of the Permit Holder.”
- b. Policy shall contain a waiver of subrogation against the Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions, and its officers, officials, agents, and employees for losses arising from work performed by or on behalf of the Permit Holder.

2. Business Automobile Liability  
Bodily Injury and Property Damage for any owned, hired, and/or non-owned vehicles used in the performance of this permit.

Combined Single Limit (CSL) \$ 500,000

- a. The policy shall be endorsed to include the following additional insured language: “The Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions, and its officers, officials, agents, and employees shall be named as additional insureds with respect to liability arising out of the activities performed by or on behalf of the Permit Holder, involving automobiles owned, leased, hired or borrowed by the Permit Holder.”
- b. Policy shall contain a waiver of subrogation against the Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions, and its officers, officials, agents, and employees for losses arising from work performed by or on behalf of the Permit Holder.

3. Worker’s Compensation and Employer’s Liability

Worker’s Compensation	Statutory
Employer’s Liability	
Each Accident	\$ 100,000
Disease – Each Employee	\$ 100,000
Disease – Policy Limit	\$ 100,000

- a. Policy shall contain a waiver of subrogation against the Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions, and its officers, officials, agents, and employees for losses arising from work performed by or on behalf of the Permit Holder.
  - b. This requirement shall not apply to: Separately, EACH Permit Holder or subcontractor exempt under ARS § 23-901, AND when such Permit Holder or subcontractor executes the appropriate waiver (Sole Proprietor/Independent Permit Holder) form.
- B. ADDITIONAL INSURANCE REQUIREMENTS: The policies shall include, or be endorsed to include, the following provisions:
1. The Town of Clarkdale and Arizona State Parks, and their departments, agencies, boards, commissions and its officers, officials, agents, and employees wherever additional insured status is required. Such additional insured shall be covered to the full limits of liability purchased by the Permit Holder, even if those limits of liability are in excess of those required by this Permit.
  2. The Permit Holder's insurance coverage shall be primary insurance with respect to all other available sources.
  3. Coverage provided by the Permit Holder shall not be limited to the liability assumed under the indemnification provisions of this Permit.

#### **B. Use Records and Financial Information**

1. On a monthly basis, the permit holder will furnish the Town of Clarkdale with the following information ***for each trip***: date, launch time, trip type, and group size. The Use Record Forms that will be used for reporting the requested information are subject to the approval of the Town of Clarkdale.
2. Use reports and accompanying payment must be submitted by the 15<sup>th</sup> day of each month following the month that is the subject of the report. The report must be certified (signed) by the Permit Holder as complete and accurate. Failure to submit timely use reports may lead to an unacceptable performance evaluation and may be cause for revocation of the permit.

#### **C. Inspections and Performance Evaluations**

1. Permit holders will be subject to periodic inspections and an annual performance evaluation.

#### **D. General Requirements**

1. The Town of Clarkdale reserves the right to extend the date for receiving proposals, to reject any or all proposals, and to waive any technical defects in the proposals.

2. The Town of Clarkdale reserves the right to allow for submissions on an on-going basis if unallocated capacity remains in any category after the offering closes. Such submissions would be subject to timelines and review as determined by the Town of Clarkdale.
3. Any oral statement by any representative of the Town of Clarkdale, modifying or changing any conditions of this invitation, is an expression of opinion only and confers no right upon any applicant.
4. In the event a contradiction exists between conditions in the prospectus or sample permit and the conditions in the final Commercial Outfitter Permit, the conditions in the final permit will govern.
5. All costs incurred by the applicant for items submitted for this offering shall be the sole responsibility of the applicant.

## **V. EVALUATION CRITERIA - SELECTION OF SUCCESSFUL APPLICANTS**

- A. Proposals received in response to this prospectus will be evaluated by a panel selected by the Clarkdale Town Manager, using the evaluation criteria listed herein.
- B. The objective of this invitation is to select the applicant(s) whose proposal(s) best serve the public need.
- C. Be thorough in providing information under each Criteria. You may include any additional information you feel is pertinent for the evaluation criteria.

### **Criteria 1 - Experience and Qualifications of Applicant**

Provide a description of your experience as a guide/outfitter. Emphasis should be on experience on the Verde River or similar conditions. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Specifically describe your experience providing river running outfitter services or other outfitter services to the public.
- Discuss your resource stewardship ethics and your knowledge of local conditions and standards for operating on the Verde River @ Clarkdale.
- Discuss any violations of any provision of permit or law regulating the practice of outfitting in this or another jurisdiction if you were the permit holder and such violation resulted in disciplinary or punitive action against you or your company.
- List the agency name, dates and type of permit, telephone number, email address, address and contact person or permit compliance officer for any land management agency that has issued you an outfitter permit in the past 10 years.
- List the name, telephone number, email address and address for two (2) personal references and two (2) professional references.

### **Criteria 2 - Services Offered to Customers**

Please provide information regarding the services you will be providing. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe the levels of demand you expect for guided trips (i.e. busiest days of the week and times of year, hours of operation, expected launch times, etc.)
- Describe the types and time length of services that you plan to offer, including the maximum and minimum number of trips per day that you would like to offer.
- Describe how customers will be oriented and instructed about rules, proper attire, safety standards and environmental stewardship.
- Describe the types of equipment that will be issued to customers. If you are offering unguided trips, specifically describe the types of watercraft you plan to offer for customers on unguided trips.
- Provide an estimate of your fee structure for the next year (first term of the permit you may receive as a result of this offering).
- Describe any customer survey or measurement tools that you use to gauge results and customer satisfaction.

### **Criteria 3 - Ability to Provide a Safe Experience to Visitors**

Please provide a description of your background, training, and experience in providing safe guided tours. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe your emergency rescue training and procedures. List first aid equipment/supplies that will be available on the guided tours.
- Describe the emergency medical training and/or first aid training requirements for all employees.
- Provide specific boating safety standards with regard to required use of PFDs and how all activities will be in compliance with current US Coast Guard boating safety rules and regulations. Describe how watercraft occupancy limits will not be exceeded.
- List any training or certification requirements employees must have for operating vehicles/equipment used in your operations. This should include training requirements instituted by your company and any local, state or federal requirements.
- What type of vehicle(s) will you utilize on your guided tours? What is the capacity and size of the vehicles? What are your loading and unloading locations and procedures? Describe your inspection and maintenance schedule for your vehicles? Describe your inspection and maintenance schedule for other equipment. Applicants must demonstrate that the equipment and accessories proposed for use in the operations are safe and adequate for general public service relative to the specific activity and are in compliance with any applicable State and Federal safety standards.
- Describe the safety instruction you provide your clients and your general and boating safety procedures when guiding customers.
- Describe your methods for resolving customer conflicts.
- Describe safety standards and logistics relating to the area surrounding and including the Brewer's Tunnel Diversion Dam.

- Describe how the behavior and conduct of customers will be monitored and controlled to ensure compliance with all terms of your permit. Specifically include reference to the following:
  - Your methods to ensure that customers are not under the influence of alcohol or any controlled substance while operating or maintaining physical control of a watercraft.

#### **Criteria 4 - Ability to Provide an Educational Experience to Visitors**

All trips on the Verde River @ Clarkdale are expected to convey an educational message about the importance of the preservation and restoration of the Verde River. Section 1 should be completed by outfitters who are applying for recreational permits. If you are applying for an interpretive/educational permit only, you may skip to Section 2.

#### **Section 1 – For Recreational Trips**

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- What standard educational messages will you convey relating to the Verde River and its environment?
- How will you convey the vision of the Verde River @ Clarkdale project to your customers?

#### **Section 2 - For Interpretive/Educational Trips**

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

The overarching principle of the Verde River @ Clarkdale project is that public knowledge and understanding is vital to the protection and preservation of the Verde River. In keeping with that principle, the Town of Clarkdale believes that getting people onto the river to form personal connections is key to its future sustainability. As such, Interpretive/Educational Trips are a primary focus for the Verde River @ Clarkdale.

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe your education and experience in:
  - ✓ interpretive/educational outfitting
  - ✓ subject matter expertise
  - ✓ experience specifically relating to the Verde River and its surrounding environment.
- Describe the target audience(s) for your interpretive/educational tours.

- Describe the goals and objectives of your tours, and any customer survey or measurement tools that you use to gauge effectiveness.
- Thoroughly describe the interpretive/educational experiences and information that you plan to offer to customers. Include typical topics covered, typical features on the site that are highlighted, and your overarching approach to the experiences you provide.
- How will you convey the vision of the Verde River @ Clarkdale project to your customers?

### **Criteria 5 – Sustainable Clarkdale Initiative**

The Sustainable Clarkdale Initiative is envisioned as the economic and social engine of the Town of Clarkdale. In keeping with the accepted definition of sustainability, which is “practices which meet the needs of the present without compromising the ability of future generations to meet their own needs”, the Town of Clarkdale focuses on the three components of sustainability in the projects it undertakes: Cultural Sustainability; Environmental Sustainability; and, Financial Sustainability.

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

#### **Cultural Sustainability - Community Stewardship**

- Describe how you will manage your operations to ensure that you do not interfere with normal use of the River Access Points, public rights-of-way, and commercial areas by the general public and other permit holders.
- Describe the actions that the Permit Holder will take to mitigate impacts to residential neighborhoods and private citizens along tour routes. Describe how you will manage operations in the designated Quiet Zone.
- Describe your methods for resolving customer and/or guide conflicts with members of the public.
- Describe any free recreational or educational events you plan to offer to the public during the calendar year. Describe any community service events you plan to participate in during the calendar year.

#### **Financial Sustainable - Economics/Local Economy**

- Describe how your business supports the local economy of the Town of Clarkdale and the economy of the greater Verde Valley area, and how your business supports other local businesses.
- Do you consider yourself a local business in Clarkdale or the Verde Valley? Are you a resident of Clarkdale or the Verde Valley?
- Estimate the percentage of your revenue that stays in the Verde Valley area economy.

## **Environmental Sustainability**

- Describe how your tours will further the understanding and enjoyment of the wildlife, cultural and natural resources of the Verde River @ Clarkdale, and how you will balance the needs of the visiting public with the resource values of the area.
- Describe how activities will conform to the general policies and guidelines applicable to Arizona State Natural Areas (**See Appendix C**).

Applications will be evaluated using a non-weighted method. The following are the qualitative factors for each criterion:

**BLUE** (Exceeds) - The proposal is very comprehensive, in-depth, clear and uniformly outstanding in quality. Consistently high quality performance can be expected. The proposal, as written, exceeds requirements and demonstrates an exceptional understanding of goals and objectives of the acquisition. One or more major strengths exist. No significant weaknesses exist.

**GREEN** (Acceptable) - The proposal meets all minimum requirements and generally is of high quality. Proposal demonstrates an acceptable understanding of goals and objectives of the acquisition. There may be both strengths and weaknesses, but the strengths outweigh the weaknesses. Deficiencies are minor and easily corrected. Proposal is acceptable as written. Satisfactory performance can be expected.

**YELLOW** (Marginal) - The proposal fails to meet minimum requirements. Proposal demonstrates a fair understanding of the goals and objectives of the acquisition. Weaknesses outbalance any strengths that exist. Weaknesses will be difficult to correct and would require negotiations.

**RED** (Unacceptable) - The proposal fails to meet minimum requirements. Proposal fails to meet an understanding of the goals and objectives of the acquisition. The proposal has one or more significant weaknesses that will be very difficult or impossible to correct. Major proposal revision(s) are required for minimum acceptability.

The Town of Clarkdale will consider only the applicant's written application package and any past performance information obtained by the Town of Clarkdale. During the evaluation process, the evaluation panel may contact any references, including all federal, state, and local entities that have had a business relationship with the applicant. The evaluation panel also may consider past performance information from other sources.

The evaluation panel will make a recommendation to the Town Manager as to which applicant offers the best value to the Town of Clarkdale. The Town Manager will make the selection decision. All applicants will be notified of the successful applicant via certified mail.

## VI. INSTRUCTIONS - HOW TO SUBMIT PROPOSALS

- A. This Invitation For Proposal is available on the Town of Clarkdale website ([http://www.clarkdale.az.gov/verde\\_river\\_at\\_clarkdale.htm](http://www.clarkdale.az.gov/verde_river_at_clarkdale.htm)) or may be picked up in person at the Clarkdale Town Hall, 39 N. 9<sup>th</sup> Street, Clarkdale, AZ 86324. Town Hall office hours are Monday-Thursday from 8:00 a.m. – 5:30 p.m. and Friday from 8:00 a.m. – 12:00 p.m., excluding holidays.

Questions relating to the bid process may be directed to Town Manager Gayle Mabery at [Gayle.Mabery@clarkdale.az.gov](mailto:Gayle.Mabery@clarkdale.az.gov) or (928) 639-2415.

- B. Pre-Proposal Conference – A Pre-Proposal Conference will be held on Tuesday, November 3, 2015 at 2:00 p.m. in the Men’s Lounge of the Clark Memorial Clubhouse, 19 N. 9<sup>th</sup> Street, Clarkdale, AZ. Attendance at the Pre-Proposal Conference is not mandatory, but is strongly encouraged, as information relating to questions from bidders will be discussed and may be pertinent to the proposal that you plan to submit.
- C. It is possible that amendments to the Bid Process will result from input or questions at the Pre-Proposal Conference. If amendments are necessary, they will be issued by Tuesday, November 10, 2015 and will be emailed to all bidders who register at the Pre-Proposal Conference or who ask to be placed on a Registered Bidders List.
- D. Requests to be placed on the Registered Bidders List may be emailed to [Gayle.Mabery@clarkdale.az.gov](mailto:Gayle.Mabery@clarkdale.az.gov)
- E. All proposals must be submitted in writing to:

Town of Clarkdale  
Office of the Town Manager  
ATTN: 2016 River Runner Outfitter Proposal  
P.O. Box 308  
Clarkdale, AZ 86324

**Applicants submitting** via FedEx or UPS may use the physical address of:

39 N. 9<sup>th</sup> Street  
Clarkdale, AZ 86324

- F. All proposals must be **received by 5:30 p.m., Wednesday, November 18, 2015**. Proposals must be signed by an officer of the organization or the individual submitting the proposal. Other requirements are:
- Applicants must submit one (1) complete and signed hard copy of the proposal, and one electronic copy (either on cd or thumb drive). Handwritten proposals

Bidders may request to receive the application form in Microsoft Word format by emailing [Gayle.Mabery@clarkdale.az.gov](mailto:Gayle.Mabery@clarkdale.az.gov)

- Submission should be conveyed in a sealed envelope and must be clearly marked “2016 River Runner Outfitter Proposal”
- Each package should be marked with the name and address of the applicant.
- Mailed applications should be sent by certified or registered mail, return receipt requested and must be received by the published application deadline.
- Late proposals will not be considered in this initial invitation process.

G. The Town of Clarkdale will not accept any form of the proposal except in the specified format:

- Each evaluation criteria is listed on an individual response form/cover sheet.
- You may submit your responses on separate or additional sheets of paper, but the evaluation criteria form must be attached as a cover sheet, for each criterion.
- Electronic submissions must be in Microsoft Word, version 2003 or higher.
- Please label each page clearly, including a page number for each page.

H. Signing Authority: Companies or corporations submitting applications must sign using the name of the appropriate executive officer, together with proof of the officer’s authority to sign, and the official address. Individuals must sign their name and furnish the address of their place of residence or business.

## APPLICATION FORM

### 2016 Verde River @ Clarkdale – Commercial River Runner Outfitter Permit

Applicants: Please read the following information carefully and respond to all requests for information.

In response to the invitation of the Town of Clarkdale, and subject to the requirements and conditions set forth in the Initial Invitations for Proposals for Commercial River Runner Outfitters, the undersigned offers the following bid (including completed forms A-E).

Number of customer units requested to launch from the Lower TAPCO River Access Point and land at the Tuzigoot River Access Point, in the following categories:

- \_\_\_\_\_ Commercial Guided Recreational Customer Units
- \_\_\_\_\_ Commercial Unguided Recreational Customer Units
- \_\_\_\_\_ Commercial Interpretive/Educational Customer Units

Are you willing to accept an award of customer units below the number you have listed above?: YES \_\_\_\_\_ NO \_\_\_\_\_.

If yes, list the minimum number of customer units you would accept in the following categories:

- \_\_\_\_\_ Commercial Guided Recreational Customer Units
- \_\_\_\_\_ Commercial Unguided Recreational Customer Units
- \_\_\_\_\_ Commercial Interpretive/Educational Customer Units

Name/Title of Responsible Bidder: \_\_\_\_\_

Name of Company, if applicable: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## FORM A

### **Criteria 1 - Experience and Qualifications of Applicant**

Provide a description of your experience as a guide/outfitter. Emphasis should be on experience on the Verde River or similar conditions. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Specifically describe your experience providing river running outfitter services or other outfitter services to the public.
- Discuss your resource stewardship ethics and your knowledge of local conditions and standards for operating on the Verde River @ Clarkdale.
- Discuss any violations of any provision of permit or law regulating the practice of outfitting in this or another jurisdiction if you were the permit holder and such violation resulted in disciplinary or punitive action against you or your company.
- List the agency name, dates and type of permit, telephone number, email address, address and contact person or permit compliance officer for any land management agency that has issued you an outfitter permit in the past 10 years.
- List the name, telephone number, email address and address for two (2) personal references and two (2) professional references.

## FORM B

### **Criteria 2 - Services Offered to Customers**

Please provide information regarding the services you will be providing. Details any differences between guided operations and unguided operations. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe the levels of demand you expect for guided trips (i.e. busiest days of the week and times of year, hours of operation, expected launch times, etc.)
- Describe the types and time length of services that you plan to offer, including the maximum and minimum number of trips per day that you would like to offer.
- Describe how customers will be oriented and instructed about rules, proper attire, safety standards and environmental stewardship.
- Describe the types of equipment that will be issued to customers. If you are offering unguided trips, specifically describe the types of watercraft you plan to offer for customers on unguided trips.
- Provide an estimate of your fee structure for the next five (5) years (first term of the permit you may receive as a result of this offering).
- Describe any customer survey or measurement tools that you use to gauge results and customer satisfaction.

## FORM C

### **Criteria 3 - Ability to Provide a Safe Experience to Visitors**

Please provide a description of your background, training, and experience in providing safe guided tours. The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe your emergency rescue training and procedures. List first aid equipment/supplies that will be available on the guided tours.
- Describe the emergency medical training and/or first aid training requirements for all employees.
- Provide specific boating safety standards with regard to required use of PFDs and how all activities will be in compliance with current US Coast Guard boating safety rules and regulations. Describe how watercraft occupancy limits will not be exceeded.
- List any training or certification requirements employees must have for operating vehicles/equipment used in your operations. This should include training requirements instituted by your company and any local, state or federal requirements.
- What type of vehicle(s) will you utilize on your guided tours? What is the capacity and size of the vehicles? What are your loading and unloading locations and procedures? Describe your inspection and maintenance schedule for your vehicles? Describe your inspection and maintenance schedule for other equipment. Applicants must demonstrate that the equipment and accessories proposed for use in the operations are safe and adequate for general public service relative to the specific activity and are in compliance with any applicable State and Federal safety standards.
- Describe the safety instruction you provide your clients and your general and boating safety procedures when guiding customers.
- Describe your methods for resolving customer conflicts.
- Describe safety standards and logistics relating to the area surrounding and including the Brewer's Tunnel Diversion Dam.
- Describe how the behavior and conduct of customers will be monitored and controlled to ensure compliance with all terms of your permit. Specifically include reference to the following:
  - Your methods to ensure that customers are not under the influence of alcohol or any controlled substance while operating or maintaining physical control of a watercraft.

## FORM D

### **Criteria 4 - Ability to Provide an Educational Experience to Visitors**

All trips on the Verde River @ Clarkdale are expected to convey an educational message about the importance of the preservation and restoration of the Verde River. Section 1 should be completed by outfitters who are applying for recreational permits. If you are applying for an interpretive/educational permit only, you may skip to Section 2.

### **Section 1 – For Recreational Trips**

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- What standard educational messages will you convey relating to the Verde River and its environment?
- How will you convey the vision of the Verde River @ Clarkdale project to your customers?

## FORM D – Page 2

(Complete only if applying for Interpretive/Educational Trips)

### **Section 2 - For Interpretive/Educational Trips**

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

The overarching principle of the Verde River @ Clarkdale project is that public knowledge and understanding is vital to the protection and preservation of the Verde River. In keeping with that principle, the Town of Clarkdale believes that getting people onto the river to form personal connections is key to its future sustainability. As such, Interpretive/Educational Trips are a primary focus for the Verde River @ Clarkdale.

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

- Describe your education and experience in:
  - ✓ interpretive/educational outfitting
  - ✓ subject matter expertise
  - ✓ experience specifically relating to the Verde River and its surrounding environment.
- Describe the target audience(s) for your interpretive/educational tours.
- Describe the goals and objectives of your tours, and any customer survey or measurement tools that you use to gauge effectiveness.
- Thoroughly describe the interpretive/educational experiences and information that you plan to offer to customers. Include typical topics covered, typical features on the site that are highlighted, and your overarching approach to the experiences you provide.
- How will you convey the vision of the Verde River @ Clarkdale project to your customers?

# FORM E

## **Criteria 5 – Sustainable Clarkdale Initiative**

The Sustainable Clarkdale Initiative is envisioned as the economic and social engine of the Town of Clarkdale. In keeping with the accepted definition of sustainability, which is “practices which meet the needs of the present without compromising the ability of future generations to meet their own needs”, the Town of Clarkdale focuses on the three components of sustainability in the projects it undertakes: Cultural Sustainability, Environmental Sustainability and Financial Sustainability.

The following topics are not all-inclusive. Please add any information to your response that you feel is pertinent to the evaluation criteria after responding to the specific items listed below:

### **Cultural Sustainability - Community Stewardship**

- Describe how you will manage your operations to ensure that you do not interfere with normal use of the River Access Points, public rights-of-way, and commercial areas by the general public and other permit holders.
- Describe the actions that the Permit Holder will take to mitigate impacts to residential neighborhoods and private citizens along tour routes. Describe how you will manage operations in the designated Quiet Zone.
- Describe your methods for resolving customer and/or guide conflicts with members of the public.
- Describe any free recreational or educational events you plan to offer to the public during the calendar year. Describe any community service events you plan to participate in during the calendar year.

### **Financial Sustainable - Economics/Local Economy**

- Describe how your business supports the local economy of the Town of Clarkdale and the economy of the greater Verde Valley area, and how your business supports other local businesses.
- Do you consider yourself a local business in Clarkdale or the Verde Valley? Are you a resident of Clarkdale or the Verde Valley?
- Estimate the percentage of your revenue that stays in the Verde Valley area economy.

### **Environmental Sustainability**

- Describe how your tours will further the understanding and enjoyment of the wildlife, cultural and natural resources of the Verde River @ Clarkdale, and how you will balance the needs of the visiting public with the resource values of the area.
- Describe how activities will conform to the general policies and guidelines applicable to Arizona State Natural Areas (**See Appendix C of draft permit**).