



TOWN OF KENSINGTON

(COMMUNITY GARDENS COMPLEX)

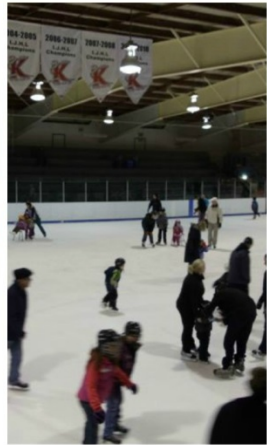
REQUEST FOR PROPOSALS

FACILITY NAMING RIGHTS

**TOWN OF KENSINGTON
P.O. Box 418
KENSINGTON, PE
C0B 1M0**

ISSUED BY: PUBLIC & INVITATION

PROPOSALS DUE: MARCH 20, 2015



1.0 INTRODUCTION

The Town of Kensington is centrally located in Eastern Prince County between Malpeque Bay and New London Bay. Route 2 (Veterans Memorial Highway), which bisects the Town, is the major arterial highway connecting the eastern and western portions of the province. Kensington is 48km west of the Provincial Capital, Charlottetown, and 13km east of Summerside, the second largest city in the Province. It is 38km from the Confederation Bridge and 109km from the Wood Islands Ferry, connecting to Nova Scotia. The town is commonly referred to as the “Heart of Prince Edward Island”.

The purpose of this Request for Proposals (RFP) is to invite corporate partners to be Naming Rights Partners of the Community Gardens Complex, enhancing the company’s marketing efforts and image while offering the Community Gardens Complex revenue to continue to attract and develop new opportunities for the entire region of Kensington and Area.

The Community Gardens Complex includes an arena, a Fitplex, a senior’s centre and 2 baseball/softball fields.

1.1 Background Information

Kensington, with a population of just over 1500, is a service centre for a population of approximately 12,000 to 15,000 people. Centrally located, the Town provides a rich cultural heritage and progressive attitude. The Town is attractive as a community in which to live, raise a family, conduct business or to visit. Through its residents and businesses the Town is committed to providing a broad range of amenities and services to its residents and visitors alike, including:

- Police Force, Central Water and Sewer, Fire Protection, Administration and Planning, Public Works and Maintenance Services;
- Recreational Facilities, including the Community Gardens Complex, 2 Ball Fields (one of which is lighted), Fitplex Fitness Centre, Parks, Playgrounds, Outdoor Swimming Pool, Linear Recreational Opportunities;
- Library, Community Medical Centre, Day Cares, Early Childhood Learning Centre, Dental Office, Veterinary Clinic, Pharmacy, Post Office, Provincial Government Offices;
- Clothing and Gift Stores, Flower and Craft Shop, Real Estate Sales Offices, Restaurants, Gas/Service Stations, Bed and Breakfast Facilities, Grocery Store, Liquor Store, Dairy Bars, Coffee Shops, local newspaper and a variety of Other Businesses.

2.0 INSTRUCTIONS TO PROPONENTS

2.1 Submission

Proponents shall submit two (2) copies of their sealed proposal, clearly marked with the name of the project. Facsimile transmitted proposals will **not** be accepted.

The proposals are to be submitted to:

Town Hall
Town of Kensington
P. O. Box 418
Kensington, PE
COB 1M0
Attention: Mr. Geoff Baker
Chief Administrative Officer

no later than 4:00 pm on March 20, 2015.

2.2 Inquiries and Amendments

All inquiries concerning this Request for Proposal are to be directed to:

Geoff Baker, Chief Administrative Officer
Town of Kensington
P. O. Box 418
Kensington, PE
COB 1M0
Phone: 902-836-3781, Fax: 902-836-3741
Email: townmanager@townofkensington.com

3.0 TERMS AND CONDITIONS

- Submission of a proposal constitutes acknowledgement that the proponent has read and agrees to be bound by all the terms and conditions of this Request for Proposal.
- The Town will not make any payments for the preparation of a response to this Request for Proposal. All costs incurred by the proponent will be borne by the proponent.

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- This is not an offer. The Town of Kensington does not bind itself to accept the highest offer, the highest scored, or any proposal submitted.
 - The Town has the right to cancel this Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the Town as a result of the cancellation or reissuing of the Request for Proposal.
 - If a contract is to be awarded as a result of this Request for Proposal, it will be awarded to the proponent whose proposal, in the Town's opinion, provides the best potential value to the Town and is capable in all respects to perform fully the project.
 - The Town reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.
 - Proposals will be evaluated as soon as practicable after the closing time. No detail of any proposal will be made public except the names of all parties submitting proposals.
 - The proposal, accompanying documentation, and any project reports, drawings, etc. submitted by the proponents are the property of the Town and will not be returned.
 - The proposal shall remain open for acceptance for a period of not less than sixty (60) calendar days from the closing date of this Request for Proposal.

4.0 PROPOSAL REQUIREMENTS AND EVALUATION

Any and all proposals will be considered. However, the proponent will address, at a minimum, the selection criteria hereinafter listed:

4.1 Financial Proposal

The Proponent shall outline its financial proposal including, but not limited to, payment plan and escalation factors in sufficient detail so a thorough analysis of the proposal may be performed. In valuing naming rights, corporations generally consider the following attributes:

- Proposed terms of contract.
- Number and types of events held at the facility
- Annual attendance
- Demographics of the audience(s)
- Media exposure
- Comparative analysis with other similar facilities
- Projected future events/historical performance

The Town of Kensington desires the payment plan to be made in equal annual installments over the term of the agreement. The successful proponent will be responsible for the cost of any and all naming rights signage on the exterior and interior of the facility, including but not limited to the design, fabrication, and installation/placement of said signage.

Additionally, proponents are encouraged to quantify the value of any proposed in-kind contributions. For example, a company may donate the use of a riding lawn mower for a year or donate cleaning supplies, etc. Please include any and all documentation to support the value of any proposed in-kind contribution(s).

4.2 Term

Proponents shall outline the proposed term of the agreement. A minimum of five (5) years is contemplated; however a term of ten (10) years is preferred.

4.3 Proposed Name of the Community Gardens Complex

The proponent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process with the Kensington Town Council having approval authority over the name and logo associated with the facility. The Town of Kensington desires to retain “Community Gardens Complex” as part of any proposed name; however the Town Council will consider all options. The successful proponent will be required to grant the right to the Town to include any trademarks which are included in the facility name and facility logo.

Proponents are welcome to include any additional information deemed relevant and appropriate for consideration.

4.4 Proposal Submission Format

Submissions shall meet the following formatting or they may not be evaluated.

- Paper size – 8 1/2 “ x 11”;
- Minimum font size – 11 point Times or equal;
- Minimum margins – 12 mm top, bottom, left and right.

5.0 TERMS OF REFERENCE

5.1 Summary of Key Dates

February 18, 2015 – Request for Proposals distributed to corporate target list, advertised in local paper and posted on Municipal website.

February 18, 2015 to March 18, 2015 – Non-mandatory tours of the facilities available for Naming Rights partnership.

March 20, 2015 – Deadline for submission of two (2) copies of offer in writing.

April 2015 – Formal negotiations with proponents and execution of contract documents.

5.2 Community Gardens Complex

Up until 2011 the Community Gardens Complex was owned and operated by the Kensington and Area Recreation Association (KARA). KARA was a community owned, non-profit organization made up of a board of directors from various community organizations including the Town of Kensington, the Kensington Legion, Minor Hockey, Figure Skating, Fire Department, Chamber of Commerce, etc.

In 2011, the Town of Kensington took formal ownership of the Complex. Since that time the Complex has seen significant upgrades, including:

- Refurbished dressing rooms including the addition of a new dressing room
- New insulation, lighting, furnishings and display cabinets
- Updated paint throughout
- Complete replacement of Fitplex exercise equipment.
- New Dehumidification System
- Upgraded ball fields
- Upgraded ice plant
- New furnace and water heat recovery system
- New sound system
- Added safety netting around ice surface and various other ice surface improvements
- Renovated penalty box area
- Conversion of day care centre to a seniors centre
- Upgraded heating and cooling system in Fitplex
- Addition of outdoor ice pad.

Medium to long range capital improvements include:

- Resurface parking area/apron
- Relocate Fitplex to the bottom floor
- Development of a warm room in current Fitplex location.
- Building addition

The Community Gardens Complex is host to many events and groups on an annual basis.

Arena:

- Kensington Vipers Junior B Hockey Team
- Kensington Wild Major Midget Hockey Team
- Various Kensington Minor Hockey Teams
- Mid-Isle Matrix Hockey Teams
- Gulf Storm Hockey Teams
- Kensington and Area Figure Skating Club
- Kensington Recreational Hockey League

Ball-fields:

- Kensington Minor Baseball
- 2 Men's Recreational Leagues
- Women's Recreational League
- Under 18 Provincial Team

The Complex has hosted several Atlantic Hockey Championships including the Air Canada Cup Atlantic Midget Championship, Irving Bantam Atlantic Championship, Don Johnson Junior B Atlantic Championships and Senior Hockey Atlantic Championships, Softball Atlantic and National Championships, Canada Games Ladies Softball and a number of other provincial minor and senior softball tournaments. *The Complex is slated to host the 2015 NB/PEI Major Midget AAA Hockey League Championships in April of 2015.*

Figure skating events hosted out of the Complex include Star Skate, the Annual ADL Figure Skating Competition and various annual ice shows.

The Complex is host to a number of annual events and programs including:

- Kensington Harvest Festival
- Kensington Arts and Cultural Festival
- Kensington Fitplex
- Kensington Seniors Centre
- Kensington Summer Camp
- Lady Slipper Kennel Dog Show
- Summer Christmas Craft Fair
- Relay for Life
- Annual Show and Shine Car Show

5.3 Benefits in the Naming Rights Package

Listed below are the benefits that will be made to the successful proponents. The name of the Community Gardens Complex which is proposed by the successful proponent and approved by Kensington Town Council will be the exclusive name of the facility in all official facility references, correspondence, and advertisements during the term of the agreement. The successful proponent will have the right to create and develop a proposed logo for the facility to be owned jointly by the proponent and the Town of Kensington and which design is subject to approval by Kensington Town Council. The name and/or logo identification will be in all official facility references made by the Town of Kensington including, but not limited to, the following:

- Media Correspondence
- Media Placement – radio, print, social media links
- Website
- Facility related publications
- Promotional items and merchandise
- Advertising/Promotional literature

Exterior facility name and signage opportunities

- Signage on building façade
- Large stand-alone sign at South-East corner of property at roadway
- Main entrance signage
- Signage on all entry doors
- Any property related signage, i.e. directional signage, etc.

Interior facility name and signage opportunities

- Common areas
- Interior directional signage

Facility use opportunities

- Free use of the Complex for its own business/corporate events no more than three (3) days per year (non-transferrable). Uses must be scheduled through the Complex manager no less than two weeks prior to the desired date and are subject to availability.

5.4 Non-Mandatory Site Visit

Optional site visits are available to view the Community Gardens Complex. Appointments for these visits can be made from February 18, 2015 through March 18, 2015 by contacting Robert Wood, Community Gardens Complex Manager at (902) 836-3509 or at cgardens@pei.aibn.com.

5.5 Proposed Schedule

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| 1) Request for Proposal Issued | February 18, 2015 |
| 2) Non-Mandatory Site Visit | February 18, 2015 to March 18, 2015 |
| 3) Submission of Proposal Due by 4:00 PM | March 20, 2015 |
| 4) Award of Contract | April 2015 |