

Ridgway Mills Campsite Concessionaire 2023 Season Request for Proposals

The Borough of Ridgway (Borough) is requesting proposals from Concessionaires to operate a primitive campground for the 2023 camping season (May 19, 2023 – September 11, 2023). This is a great opportunity for a summer business located in Ridgway that currently works in the outdoor recreation or tourism space. The Borough is looking for a Concessionaire that is excited to serve as a friendly host, welcoming campers to our community, helping them access local amenities, maintaining a clean campground, managing reservations, and providing a hospitable experience that will leave a positive impression upon the guests.

The Borough owns a primitive campground, known as the Ridgway Mills, adjoining the Clarion River. Opened in 2021, the Borough has managed these 20 sites over the past two seasons.



The property offers the following camping options

- **Tents, pop-ups, pull-behinds, RVs, etc.**
 - Campsites for tents, pop-ups, pull-behinds, RVs, and more are marked in yellow on the campground map and include parallel parking on a paved area in front of each site. Parking is **ONLY** allowed on paved area- no parking on the grassy area of the campsites. All

yellow sites are 40ft wide and includes a grassy area ranging from 40ft – 60ft deep. Fire rings and picnic tables are also provided.

- Campsite Cost Tents, pop-ups, pull-behinds, RVs, etc., Campsites #1 – #8, #13 – #20 \$25.00 per night.

- **Tents only**

- Sites marked in pink on the campground map are designated for tents only.
- Campsite Cost Tents only Campsites #9 – #12 \$15.00

At full capacity the site has a potential to make \$460/night (gross revenue).

The Concessionaire will:

- Manage reservations and take only electronic payments through the reservation and payment program provided by the Borough at <https://ridgwayborough.com/campsites/>.
- Maintain the grounds including but not limited to, picking up litter, mowing grass and cutting weeds, calling for dumpster and porta-potty services, etc.
- Maintain order and compliance with campground rules.
- Direct campers to in-town businesses to get what they want or need.
- Direct campers to nearby points of interest.
- Represent Ridgway as a friendly, welcoming, safe, beautiful, fun, interesting town.
- Be the contact point for all questions and any issues related to the campground.
- Comply with all applicable local, Pennsylvania and federal laws.
- Hold the Borough harmless.
- Be responsible for any local, state or federal taxes associated with their business practices.
- Complete and file an IRS W-9 report form making it clear that they are a contractor doing business separately from the Borough. The concessionaire is not an agent of the Borough.

The Borough will:

- Pay the fees associated with the cost of hosting the reservation site and make content updates as needed.

- Accept payments, pay credit card processing fees for site rentals.
- Distribute Concessionaire's monthly payment within 5 days of the closing month.
- Pay the monthly porta-potty expenses.
- Maintain the clean out and water hook-up if issues arise.

Marketing and Promotion of the campground will be done by both the Borough and the Concessionaire over various media options. Marketing and promotion by the Concessionaire will be presented to the Borough for approval before being issued.

Compensation:

The Concessionaire will be paid 50% of net revenue after credit card and web access fees, for camp site rentals. Payments will be made monthly.

Proposal Requirements

All proposals are for the 2023 season only. This agreement will be taken on a year by year basis.

To be considered complete and for full review all Proposals must include:

Qualifications:

- Provide a narrative describing experience, education, and proven skills to show the ability to operate a primitive campground.
- Provide links to any digital marketing, promotion, web page social media etc. to demonstrate your digital foot print.

Business Plan:

- Provide proof of liability protection.
- Operations plan including but not limited to:
 - Operating Schedule
 - Camp Rules
 - Staffing Plan (for onsite activities – welcoming guests, ground maintenance, vending)
 - Vending plan (optional)
 - Examples of current marketing campaigns (if applicable)

- Examples of marketing plan for the Campsites
- Projected Capacity Utilization

Vending (optional):

The concessionaire may sell firewood, camping equipment, fishing gear, tackle and bait, rent canoes, kayaks and inner tubes.

Concessionaire is responsible for accepting all payments as well as all taxes, licenses and insurances associated with vending.

The Borough will receive 5% of gross vending revenue with documentation of transactions to back up the amount.

Vending is optional, but plans must be included in the proposal.

Submittal:

- Submit proposals to:
 - Borough of Ridgway
c/o Borough Manager
P.O. Box 149
Ridgway, PA 15853
- Mark the envelope **2023 Season Campground Proposal**.
- Proposals are due in the Borough office March 31, 2023, by 3:00pm.