



## King County

Department of Natural Resources and Parks

### Division of Parks and Recreation

King Street Center Building

KSC-NR-0700

201 South Jackson Street

Seattle, WA 98104-3855

206.263.6209

Fax 206.263.6217

April 15, 2008

Dear Valued Partner,

King County Parks is proud to present our 2008 Request for Ideas & Proposals (RFI&P). Since we began implementing our business plan in 2003, King County Parks has successfully partnered with vendors, event sponsors, community organizations, and other entities to develop entrepreneurial relationships that enhance park amenities for the public while helping the division generate revenue or offset maintenance and operations expenses.

A few examples of past partnerships include Cirque du Soleil at Marymoor Park, the Group Health Velodrome in Marymoor, the Starbucks Wayfinding Kiosks, and the Subway concessions in Marymoor Park and the Weyerhaeuser King County Aquatic Center.

As we are seeking creative ways to expand division revenues and enhance park amenities and recreational opportunities for the division, King County Parks encourages and welcomes a broad range of ideas and proposals from prospective partners.

You are receiving this RFI&P because of your existing or prior relationship with King County. Additionally, please feel free to forward this information on to others who might be interested in partnering with King County Parks.

Don't hesitate! RFI&P is only accepting ideas and proposals through May 9, 2008.

For more information on King County Parks' *Partnerships for Parks* initiative and business plan, visit [www.kingcounty.gov/parks](http://www.kingcounty.gov/parks).

Sincerely,

John Villapudua  
Contracts Manager  
King County Parks

**IDEAS & PARTNERS WANTED**  
NEW PUBLIC-PRIVATE VENTURES



**2008**

**BIG**

**IDEAS**

The Parks and Recreation Division of King County, Washington maintains and operates one of the nation's largest municipal park divisions and proudly receives more than **8 million** annual visitors to its **25,000 acres** of natural areas. In addition to providing over **175 miles** of trails, the Parks Division manages **180 parks**, including such regional treasures as *Marymoor Park*, *Cougar Mountain Regional Wildland Park* and the world-class *Weyerhaeuser King County Aquatic Center*.  
**COME PARTNER WITH US...**

King County Parks **Your**  King County  
**Big Backyard**

# COME PARTNER WITH US

In 2003, King County adopted its *Partnership-for-Parks* initiative to develop public-private entrepreneurial partnerships and enhance recreational amenities and services in the communities we serve. Our mission is to improve the County's Parks, Trails, Pools, Open Space, Natural Lands and Recreational Amenities. By combining sound stewardship practices with strategic corporate and community partnerships, King County Parks will ensure the region's environmental and recreational legacy for generations to come.

**The Division is actively seeking entrepreneurial proposals for the following enterprise categories:**

**Historic District Renovations  
Outdoor / Adventure Activities  
Promotional Advertising  
Food & Beverage Concessions  
Gifts, Grants, Endowments**

**Capital Projects & Real Estate Development  
Naming Rights & Sponsorship  
Professional / Amateur Sports Events  
Sustainable Building Projects  
Property Lease Agreements**

**Proposals for the following opportunities are actively being sought by the Parks Division:**

## **Building/Construction/Office Space**

- Sustainable/Green Built Office Space to replace existing facility at Cougar Mountain Regional Wildland Park (Bellevue)
- Renovation & Retail Conversion of historic buildings within park system
- Yurt Vacation Village & Eco-tourism

## **Outdoor/Adventure/Eco-Tourism**

- Zip-Line & Canopy Tour Recreation Facility

## **Sponsorship & Promotion**

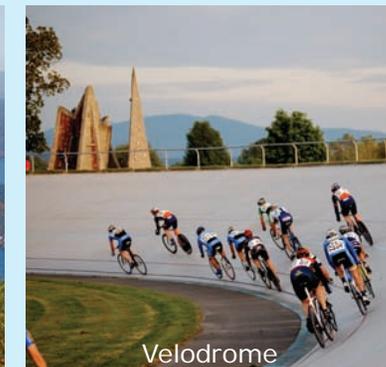
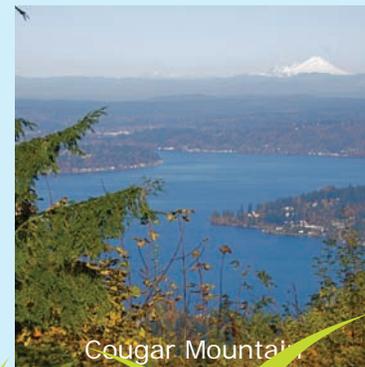
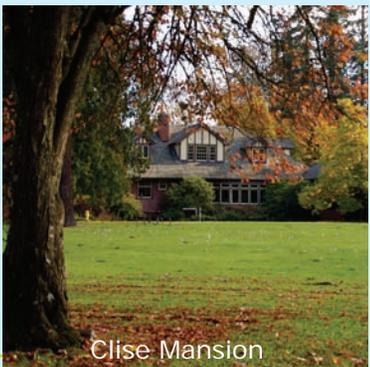
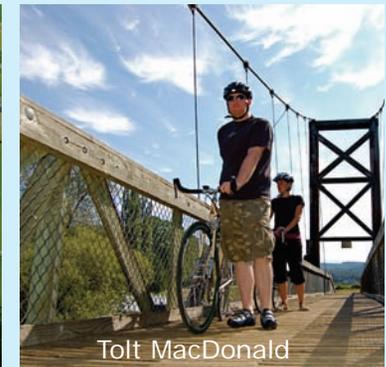
- Sponsorship for the Movies @ Marymoor Outdoor Summer Series

## **Food & Beverage Concessionaire**

- Tolt MacDonald Park (Carnation, seasonal)
- King County Aquatic Center (Federal Way)
- Marymoor Park (Redmond)
- White Center Park (Seattle)
- Vending Machines (various locations)

# why **PARTNER WITH PARKS?**

- *Grants and/or Matching Funds are available via King County Parks Community Partnership programs*
- *Valuable, cost-effective publicity and media coverage for your project, program or business venture*
- *Create goodwill in the community and brand recognition for your business*
- *Selected proposals will have a knowledgeable and motivated partner in the Parks Division*
- *Parks Division offers extensive indoor/outdoor recreational and infrastructure opportunities*
- *Leverage the Parks Division's extensive network of community relationships*



# UNLIMITED OPPORTUNITIES

180  
PARKS

175  
MILES OF  
TRAIL

25,000  
ACRES  
OF OPEN  
SPACE

PARTNERSHIP  
for  
**PARKS**



White Center Heights Makeover & Regional Trail Wayfinding Kiosks



Events & Title Sponsorships



Concession Opportunities  
King County Parks



Summer Concert Series



Partnering with King County to create one of the region's top mountain bike courses

CIRQUE DU SOLEIL



The Event Pad at Marymoor Park



GroupHealth  
**VELODROME  
MARYMOOR PARK**

Naming Rights



msn  
**Wi-Fi**

Hotspots Naming Rights Partnership

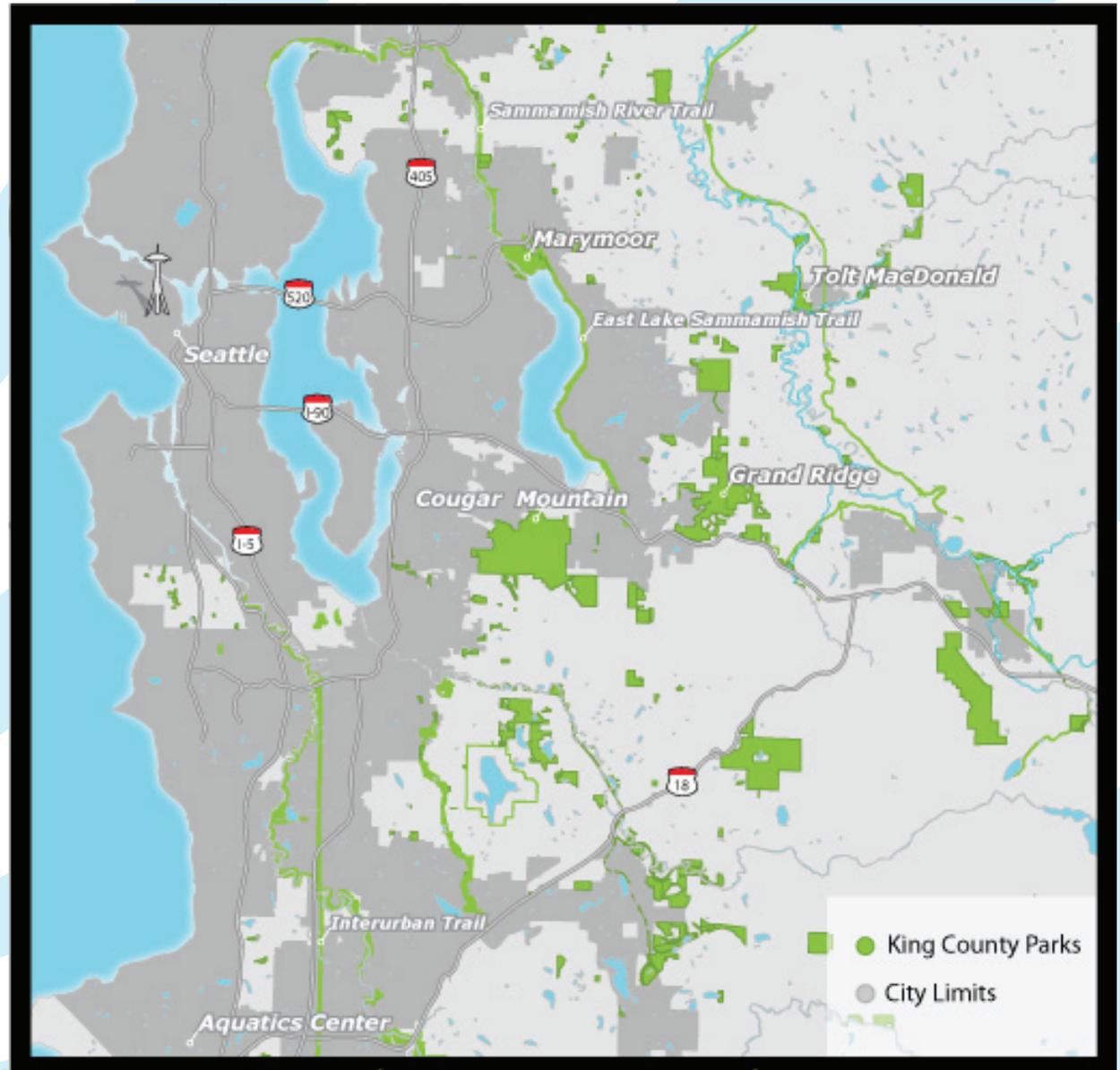
Aegis Living

People live here.

Reflexology Paths  
Parks Improvement Partner



New Boathouse at Marymoor Park



## RFP SUBMISSION REQUIREMENTS

Proposals are due by May 9, 2008. However, the County will continue to review submittals received after this date. Please limit proposals to no more than 10 pages.

The Parks Division prefers that proposals be submitted via e-mail in an MS Word attachment to [admin.parks@kingcounty.gov](mailto:admin.parks@kingcounty.gov). A confirmation e-mail will be sent acknowledging receipt of the submittal. Hard copies of proposals will be accepted if mailed or hand-delivered to:

King County Parks and  
Recreation Division  
201 S. Jackson Street, Suite 700  
Seattle, WA 98104  
Attn: Contract Administrator

### Proposals should contain the following information

1. Title & Proposal Summary
2. Contact Information
3. Individual or Business Name
4. Contact Person, Title, Phone Number, Mailing Address & Email Address
5. Proposed Location
6. Project Description & Feasibility
7. Qualifications
8. Relevant Experience
9. Credentials or Resume
10. Summary of Agreement Terms
11. Revenue Projections &/or Other Benefits to Parks Division
12. Timeframe for Project Implementation

## Evaluation and Selection

King County Parks may select proposals that are determined to be in the best interest of the public, based on project compatibility with the selected location(s), projected revenue or other benefit to King County Parks Division, feasibility & timing of implementation, demonstrated success, prior experience and other relevant information.

Parks Division may select, in its sole discretion, proposals it deems most feasible and beneficial to the citizens of King County. Parks Division may negotiate agreements with Proposers that differ from the terms contained in its proposal. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable law. Parks Division may reject any or all proposals and this RFI&P process does not preclude Parks Division from entering into agreements using other procedures. Any Proposer selected for a contract shall complete all required forms and documents as required by Federal, state and local law. By submitting a proposal, Proposers agree to the terms of this RFI&P.

## HELPFUL INFORMATION

Questions should be submitted by May 7, 2008, to ensure that they can be answered prior to the May 9, 2008 submittal deadline. Questions must be submitted in writing (preferably via e-mail) to [admin.parks@kingcounty.gov](mailto:admin.parks@kingcounty.gov) or King County Parks and Recreation Division, Attn: Contract Administrator, 201 S. Jackson Street, Suite 700, Seattle, WA 98104.

## ADDITIONAL INFORMATION

**King County Procurement**  
[metrokc.gov/procurement/](http://metrokc.gov/procurement/)

**Parks Division Business Plan**  
[metrokc.gov/parks/businessplan/](http://metrokc.gov/parks/businessplan/)

**Parks Division's Partnership & Enterprise Initiatives**  
[metrokc.gov/parks/partners/training.html](http://metrokc.gov/parks/partners/training.html)

### ...A FINAL NOTE

As Director of the Parks and Recreation Division, I would like to personally thank you for your interest in supporting King County Parks enterprise initiatives. We look forward to hearing from you.



Kevin Brown  
Parks Director

