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Town Manager

TOWN OF SUDBURY

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To: Honorable Board of Selectmen

From: Melissa Rodrigues, Esq., Town Manager

RE: RFP for Management of Camp Sewataro

Date: August 8, 2019

The Town received three proposals for management of Camp Sewataro. Each proposal was determined to be in compliance with the requirements for submittal.

Process

The evaluation committee was comprised of Dennis Keohane, Finance Director, William Barletta, Facilities Director, Adam Duchesneau, Director of Planning and Community Development, Frank Livera, Acting Director of Park and Recreation and William Murphy, Director of the Board of Health.

The evaluation committee reviewed and evaluated each of the proposals based on the criteria spelled out in the RFP as well as the interviews that were completed with each camp operator on August 8, 2019. As Chief Procurement Officer, I opened and reviewed the price proposals and reviewed the evaluations by the evaluation committee and based on those two documents I am making a recommendation to the Board of Selectmen on award of the contract.

On August 20, the Board of Selectmen will vote whether or not to authorize the Town Manager to negotiate and sign a contract with the camp operator.

Recommendation

Based on my review of the five evaluation forms, as well as review of the price proposals, my recommendation would be to authorize the Town Manager to enter into negotiations with and sign a contract with Scott Brody of K&E Camp Corporation. The proposal by Scott Brody maintains the camp in its current form, and introduces the least amount of financial risk to the community. The Contract would include and incorporate the request for proposals as well as the response. Further it would flush out some areas of the proposals that highlight a few concerns for the team.

This was a difficult decision. All three proponents are capable, and we had the positive problem of choosing from three strong operators. In the end, it is my determination that Scott Brody is the most advantageous proposal.

Proposals

Marcus Lewis Enterprises Inc.

- Currently runs a camp in Westford and tennis clubs in Acton
- Plan is to completely replicate what Sewataro does now, including staff and procedures
- Will utilize all buildings except 2 of the 3 rental properties. One property would be housing for groundskeeper
- Public access
 - Public access from 7:30AM- sunset seven days a week from April 1 until 2 weeks prior to start of summer camp
 - Public access from 5PM-sunset M-F during camp season and 7:30AM-sunset on weekend. July 4th treated as a weekend
 - Monday after camp ends-November 15 public access from 7:30AM- sunset seven days a week
 - November 16-March 31- closed to public
 - Public resources would include: fishing pond, swimming pond, open spaces, sport courts, open shelters, 2 port-a-potties
 - Not to be used by public: buildings, cabins, permanent bathrooms, climbing tower, boats, tents, ropes course, archery, zip line, paintball, kiddie pools
- Fee Proposal: \$0 a month and 33% of net revenue
- Evaluation
 - Interview: Highly Advantageous (5)
 - Experience: Highly Advantageous (5)
 - Management Experience: Highly Advantageous (5)
 - Experience working with community: Advantageous (5)
 - Overall ranking: Highly Advantageous (4), Advantageous (1)

Metrowest YMCA

- Service area covers Framingham, Sudbury, Wayland, Natick, Hopkinton, Ashland, Holliston and Sherborn
- Committed to making this a Sudbury camp
- Currently serves 1200 children per day, including one at Nobscot Reservation, and has operated camps for in this area for over 50 years
- Sliding scale programming made possible through financial assistance programming.
- Experienced camp staff and leadership team
- Plan for public access
 - Camp Sewataro Family Swim Club and Swim Lessons through memberships and programming
 - Family Swim Club
 - M-F 4:30-7PM and weekend 10AM-6PM.
 - Includes use of pools and pond for family swim time and lessons
 - Includes boating on Saturdays from 11AM-4PM
 - Swim lessons
 - Family recreation

- Camps courts and trails would be open and available the same hours as Family Swim Club, as well as from April-October
 - Will collaborate with town for access for programming during non-camp hours
- Plans to utilize all camp buildings
 - Residences could serve as housing for caretaker and perhaps an international camp counsel program, also open to shared uses or town uses
- Vast building maintenance experience
- Price Proposal
 - \$12,500 per month AND 20% new revenue at 1.9 million annual revenue, 30% net revenue share to town at \$2.2 million annual revenue and 40% net revenue share to town at \$2.5 million annual revenue
- Evaluation
 - Interview: Highly Advantageous (5)
 - Experience: Highly Advantageous (5)
 - Management Experience: Highly Advantageous (5)
 - Experience working with community: Highly Advantageous (3) Advantageous (2)
 - Overall ranking: Highly Advantageous (5)

Scott Brody/ K&E Camp Corporation

- Owns and operates Camp Kenwood and Evergreen in Wilmot, NH and Everwood Day Camp in Sharon, MA, with 23 years of experience
- Everwood serves up to 900 children per week with a staff of 200
- Plans to operate a day camp from June to Labor Day that is virtually identical to Camp Sewataro
 - Secured agreement of current leadership team including Director, Assistant Director, Business Office Manager and Community and Event's Manager to join new organization, and to provide them with uninterrupted salary and benefits
- Public Access
 - No public access while camp is in session
 - Proposes offering reasonable access to the property's trails and natural landscaping for hiking, walking, cross country skiing, snowshoeing and the like at all times of the year when the camp is not in operation.
 - Will work with town on parking as well as security plan, staffing requirements associated with such access and associated maintenance and staffing costs, and to determine how those costs will be allocated among the town, user group, public and proposer
 - Will offer weekend programming at various times through the summer on certain portions of the site for the residents of Sudbury including music festivals, family picnics, 4th of July fireworks and family celebration, a fishing derby, concerts and other events. Other events will be held throughout the year
 - Partnership to create year-round enrichment programming for whole town, in buildings not used by camp year round
- Will be seeking permit for 650 campers, and would make those 50 spots available for Sudbury residents who qualify for scholarship assistance.
 - If Planning Board denies then back to 10 scholarships.

- Four dwellings to be used for staff
- Price proposal
 - \$10,000 per month payable in two annual installments of \$60,000 each on May 1 and December 1 beginning in 2020 AND;
 - Percentage of first \$500,000 in net revenue per year: 20%
 - Percentage of next \$500,000 in net revenue per year: 25%
 - Percentage of ALL net revenue in excess of \$1,000,000 per year: 33.33%
 - Net revenues shall be revenues minus traditional operating expenses and approved capital expenditures (including compensation for all employees and business owner).
- Evaluation
 - Interview: Highly Advantageous (5)
 - Experience: Highly Advantageous (5)
 - Management Experience: Highly Advantageous (5)
 - Experience working with community: Highly Advantageous (5)
 - Overall ranking: Highly Advantageous (5)