

Columbus Zoo & Aquarium, Zoombezi Bay The Wilds, and Safari Golf Club

(Herein referred to as the “Columbus Zoo Family of Parks” or “CZA”)

Request for Qualifications (RFQ)

Issue Date: September 30, 2022

The Columbus Zoo Family of Parks is seeking proposals from qualified firms to provide master planning design services for the Columbus Zoo and Aquarium, Zoombezi Bay, The Wilds, and Safari Golf Club.

The leadership of the Columbus Zoo Family of Parks is seeking a firm which can develop a 10- year Master Plan, setting the groundwork for a substantial capital campaign program.

Below is web link to the entire RFQ

<https://columbuszoo.org/CZAMasterPlanningRFQ093022.pdf>



The Columbus Zoo Family of Parks is seeking proposals from qualified firms for the development of a long term Master Plan which supports the mission, strategic plan and values of our institution.

After reviewing the RFQ submissions, it is the intent of CZA's leadership team to shortlist qualified firms that best demonstrate a visionary future plan in accordance with the Scope of Work noted in this RFQ. The short-listed firms may be invited to participate in an interview process.

The RFQ does not commit the CZA to award or to move forward with the project. The Columbus Zoo Family of Parks shall not be responsible for any cost or expense incurred by the partners preparing and submitting a response to the RFQ.

RFQ Responses

Responses to the RFQ must be received by **12:00 PM (EST) on Monday, October 24, 2022** via electronic submission only to: Felix Garcia at felix.garcia@columbuszoo.org. Responses may be submitted via a Dropbox, however you must submit the download response information to Mr. Garcia prior to 12:00PM on October 24, 2022. Ms. Ryan will acknowledge receipt of submission. No printed copies of the submission are required nor will they be accepted.

Any information contained in the firm's response that is proprietary information must be clearly designated. Indicating that the entire response is proprietary will neither be accepted nor recognized.

RFQ Key Dates

- Friday, September 30, 2022 – RFQ Distributed to Potential Firms via email and advertised in the Columbus Dispatch, Ohio MBE, Ohio ASLA and other
- Monday, October 24, 2022 12:00pm – Submissions due.
- Monday, October 24 – Friday, November 4 – CZA's leadership review and scoring of RFQs; Shortlist identified.
- Monday, November 7 - On site interviews with selected firms
- Week of November 14 - Firm selection

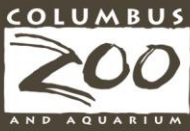
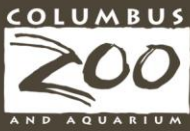


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I. Overview

The Columbus Zoo Family of Parks includes four properties—Columbus Zoo and Aquarium, The Wilds, Zoombezi Bay and Safari Golf Club. Together each year, these family-friendly destinations attract roughly 2.7 million visits and make a global impact, contributing privately-raised funds to support positive local and global conservation.

The Columbus Zoo is home to more than 10,000 animals, representing over 600 species from around the world. The Zoo is a spacious 600-acre complex with a little more than 44 walkable acres. In 2021, the Zoo supported 77 conservation projects in 24+ countries around the world.

The Wilds is among one of the largest, cutting-edge conservation centers in North America with a nearly 10,000-acre, open range which is home to more than 500 animals representing 28 rare and endangered species from around the world.

Zoombezi Bay is a 23-acre outdoor water park featuring 19 state-of-the-art attractions, from exhilarating slides to a lazy river. It's the only known waterpark in the world whose proceeds support global conservation efforts; Zoombezi Bay generates \$2M a year to help fund Zoo initiatives and conservation efforts locally and worldwide. This is the only property that operates as a for-profit company.

The Safari Golf Club, open to the public, is nestled on 140 acres where several areas are being thoughtfully conserved and are actually “green.” Safari is one of the few golf courses in Ohio and worldwide earning the distinction as a Certified Audubon Cooperative Sanctuary –which means Safari Golf meets stringent standards to use nature friendly products and preserve native wild areas throughout the course.

II. Strategic Pillars

Empowering People. Saving Wildlife. Our mission statement is to lead and inspire by connecting people and wildlife.

Our core values:

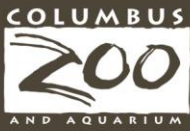
Purpose: we commit to making a positive impact on people, wildlife and wild places locally and globally.

Integrity: we commit to honesty, trust and holding ourselves and others accountable to a higher standard of ethical behavior.

Respect: we value the uniqueness and dignity of every individual and role.

Engagement: we strive to create inclusive and meaningful connections among our team, guests and community.

Collaboration: we commit to open and honest communication and assume positive intent.



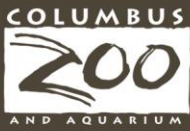
CZA's strategic plan is currently in the final stages of development, and is focused on three core pillars:

1. Be a leader in Wildlife Conservation, Animal Wellbeing, Conservation Science and Education.
2. Grow year-round attendance and revenue at the Columbus Zoo and our family of parks.
3. Ensure our long-term environmental and financial sustainability.

The first pillar will work to create an even stronger focus on CZA's mission related work, which includes conservation education and experiences, animal care, animal health and wellbeing, and wildlife conservation and science. These activities take place at the Zoo and The Wilds, and with our partners around the state of Ohio, the nation, and across the globe.

The second pillar is a greater focus on promoting all CZA's parks as year-round destinations. As an output for this emphasis, CZA will strive to provide more opportunities for community engagement in to the parks during traditionally slower months. This presents some obvious challenges during the winter months, particularly for Safari Golf Club and Zoombezi Bay. The *ZombieZi* Bay program (haunted theme park attraction) was a great example of how to creatively extend the season. CZA seeks to strengthen its relevance by expanding community access and inclusion, demonstrating a commitment to remaining a valued community partner for residents of Central Ohio, regardless of abilities and socio-economic backgrounds.

Finally, the third pillar is a comprehensive focus on sustainability. Sustainability is organizational and includes leadership development and succession, environmental stewardship, financial stability, and technological integration. The Columbus Zoo is nearing its 100th year in existence and the actions taken today must ensure CZA remains a relevant, impactful, and vibrant institution for another 100 years.



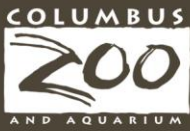
III. **Scope of Work**

CZA, arguably one of the best Zoo's in the country, seeks to develop a 10-year Master Plan that will position the organization to strategically reinvest in our infrastructure, develop industry leading guest experiences, and continue to inspire audiences with our animal well-being, care and conservation initiatives.

The components of this Master Plan are envisioned to be:

- World class guest experiences
- Modern animal habitats and increased out of public view holding spaces for winter housing, breeding programs, etc.
- Dedicated space to expand conservation, science and sustainability programs all while raising awareness and encouraging action with our guests
- Integration of advanced technology for enhanced guest and staff experience, on and off CZA properties
- Considerations / Recommendations for aging infrastructure
- Development opportunities on undeveloped parcels
- Traditional and non-traditional revenue generating prospects including lodging and event space opportunities
- Environmentally thoughtful design that works to reduce our carbon footprint and water usage
- Accessible and equitable designs that provide experiences for all guest
- Design on guest flow and stay times
- Transportation of guests throughout our each property using trams, trains, lifts, etc.
- Traffic flow for employee service access paths, contractor access, as well as employee and guest parking for greater efficiencies.
- Design elements that acknowledge the individuality of each park, yet ties them together as part of the Columbus Zoo Family of Parks

The Scope of Work shall be substantially completed within a six-month period following the selection of the firm. Zoo staff and the selected firm will together work on Master Plan objectives, to be identified by the ongoing Strategic Plan. CZA will provide current Facilities Condition Assessments, Guest Experience Assessments, and Strategic Business Plan.



IV. **Qualifications**

Qualified firms will have demonstrated a visionary approach to Master Planning with experience in the following areas:

Master Planning for large tracts of land in a campus setting, including zoos, colleges/universities, and/or amusement parks.

Master Planning experience which includes landscape design and integrated, easy to navigate wayfinding and signage.

Master Planning for sustainable infrastructure systems such as storm water management, water recycling, energy generation management, and other utilities.

Master Planning experience for mixed-use developments or other land uses where pedestrian traffic is integrated with cutting edge public transportation options.

Referencing CZA's Strategic Pillars and Core Values, qualified proposals will expand on the Firm's ability to provide thoughtful design, innovation and modern conveniences to deliver a foundation for development over the next ten years.

V. **RFQ Submission Format**

Each firm must submit their RFQ response in the order noted below:

Cover Letter

Please provide a cover letter from the person representing the Firm for all contact during the review, evaluation and contract negotiation process.

Corporate Information

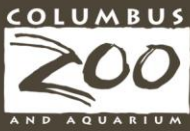
Provide firm name, officers of the firm as applicable and their address, and contact information. Include a brief overview of the firm's history, including services provided. State limits and deductible of professional liability coverage.

Team for Project

Identify the individuals within your firm who will be assigned to this project and clarify their specific roles per each phase. Include a resume for each team member, listing relevant experience and any other information describing their knowledge and expertise as it relates to this scope of work. Identify the current workload and availability of the proposed team members and the availability of any other resources that would play a role in the successful completion of the proposed Scope of Work within the stated project schedule.

Relevant Experience

Summarize the identified individuals' general design experience in projects of similar scope and complexity. Provide examples of similar master planning projects achieved by individuals



identified as part of the project team. Provide examples of uniquely creative projects that would relate in some explainable fashion to the Scope of Work.

Strategic Approach

Provide a statement of your firm's understanding of the proposed Scope of Work and how well your firm might be able to respond to that Scope of Work. Provide a brief description of your firm's proposed process for completing the Scope of Work, including how you envision your interaction with and contractual responsibility to the CZA.

Diversity, Equity, Inclusion, Access and Belonging (DEIAB) Commitments

Please share an overview of the firm's DEIAB initiatives, commitments, and DEI supplier program initiatives. Include examples of how these efforts have supported projects and outcomes.

Design Fee Philosophy

Identify a fee range or a philosophy for arriving at a design fee (based, for example, upon % of construction costs; % of total project costs; straight rate schedule; other) for your services, supported by historic firm data and upon a clear description of the services you propose to provide in relationship to the additional services you believe will be necessary for the CZA to successfully complete its proposed Scope of Work. Identify any other pertinent information that would relate to your firm's philosophy regarding costs, design fees, ownership of errors and omissions, etc.

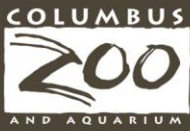
Similar Client References

Please provide at least three client references including current accounts or those that you have had during the previous Five (5) years. By submission of these references you are indicating a willingness for The Columbus Zoo Family of Parks to contact these individuals regarding services provided. You are to release the received references and the Columbus Zoo Family of Parks or its agents from any claims arising from responses provided by the received references or inquiries made by the Parks or its agents.

VI. Evaluation Criteria

Following the receipt of qualified proposals, the Zoo will review those timely submitted and will rank the Firms deemed, in the Zoo's sole and absolute judgment, to be the most qualified to develop a visionary Master Plan for the Columbus Zoo, The Wilds, Zoombezi Bay and Safari Golf Club. The CZA reserves the right to reject any proposal, to waive any informality, technicality or minor defects in any proposal, to not move forward with an agreement, and to award a contract in what the CZA decides, in its sole discretion, are in its best interests, or to award no contract at all. The CZA makes no representations or warranties as to the accuracy of any information or assumptions contained in this request.

All proposals submitted become the property of the Columbus Zoo Family of Parks and will



not be returned.

Evaluation Criteria for Selecting the Most Qualified Firm(s) (100-point scale)

- Innovative project approach tailored to the Columbus Zoo Family of Parks (35%)
- Demonstrated understanding of strategic plan pillars and values (25%)
- Demonstrated DEIAB culture of firm and within projects (15%)
- Strength of key team members and project manager (15%)
- Past Performance and experience with projects of similar scope and size (10%)

If CZA decides to select a firm from the proposals received, CZA will enter into contract negotiations with the selected firm to determine the final scope of work, project budget and timeline.

VII. Next Steps (Tentative)

Based on the timeline previously noted, qualified firm(s) that best fit with the Columbus Zoo Family of Parks will be promptly notified. The following provides the tentative timelines for the second phase of the evaluation process:

- Monday, October 24 – Friday, October 28, 2022 – CZA’s Review and Scoring of RFQs; Shortlist Identified
- Monday, November 7 – On-Site Interviews with Shortlist Partners
- Friday, November 11, 2022 – Anticipated Selection and Notification of Preferred Firm
- Week of November 14 – Issue Letter of Intent and begin contractual negotiations.