



## Requests for Proposals for a Master Site Plan for a PA Wilds presence at S.B. Elliott State Park

### PRELIMINARY TIMELINE

- RFP Posted and available for viewing - October 1, 2021
- Proposals due – November 1, 2021 (4 pm)
- Project Kick-off – January 10, 2022
- Anticipated Project Completion – June 1, 2022

### PURPOSE OF PLAN

PA Wilds Center for Entrepreneurship (PA Wilds Center), a regional nonprofit, is requesting proposals from qualified firms to complete a master site plan for a PA Wilds anchor presence at S.B. Elliott State Park located off of I-80 in Clearfield County. This project has the potential to lead to additional work, including design and construction documentation, following the initial planning phase.

S.B. Elliott is located at the start of the Elk Scenic Drive, a much-traveled gateway into the PA Wilds region. The early, long-term vision is to rehabilitate two CCC-era log buildings at the park to create an energy-efficient welcome center, gift shop, and experience that can serve as a jumping-off point for visitors to the PA Wilds region. This site will build on a suite of related anchor investments across the 13-county PA Wilds region, which are helping to revitalize communities through outdoor recreation development.

The master site plan should analyze existing activities at the park and potential future visitation; include a conceptual site layout and renderings; outline renovation needs to existing structures and consider new infrastructure needs (public restrooms, electric charging stations, etc.); provide an estimated cost analysis for such improvements and how a phased approach might be taken; and provide recommendations for DCNR's operations at the park given the increased activity. Design concepts must align with the PA Wilds Design Guide for Community Character Stewardship.

A second CCC-era log building will be part of the master site plan but not part of Phase 1 construction. The vision is to rehabilitate the second structure to house some kind of PA Wilds experience for visitors. A variety of concepts have been suggested, from outfitting services to an interpretive experience to food and lodging. While this 'experience' will be part of Phase 2 construction/renovations at the park, it will be important to consider it early on so the master site plan is flexible enough to allow for its development at a later date.



## ABOUT THE PA WILDS REGION

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth. The 13-county landscape is known for its more than two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast, and some of the darkest skies in the country. The region has a rich oil and lumber heritage and maker culture.

For more information: [pawilds.com](http://pawilds.com)

## ABOUT OUR ORGANIZATION

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds. PA Wilds Center is the lead nonprofit for the PA Wilds Conservation Landscape, a 17-year public-private collaborative effort to establish the PA Wilds as a premier outdoor recreation destination as a way to create jobs, diversify local economies, inspire stewardship and improve quality of life. This collaborative effort has led to double-digit growth in visitor spending in every county of the PA Wilds over the last decade, supporting many small business startups and expansions. Nationally this effort is looked at as a model for rural asset-based development; it has been featured in five national studies in the last two years.

PA Wilds Center houses key stakeholder structures for this regional effort and operates programs and services for rural businesses and communities looking to leverage it. PA Wilds Center also works closely with the PA Department of Conservation and Natural Resources (DCNR), the PA Department of Community and Economic Development (DCED), federal and philanthropic funding partners and local partners from the public and private sectors to coordinate investment in the regional strategy. The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.

For more information see: [pawildscenter.org](http://pawildscenter.org).

## ABOUT THE PA WILDS CONSERVATION SHOP MODEL

PA Wilds Center is in the process of scaling a regional commerce platform with huge mission impact. This platform includes brick-and-mortar sites called PA Wilds Conservation Shops, and an online marketplace, ShopthePAwilds.com (now in beta mode). This commerce platform helps fill gaps in visitor services; expands market access for rural entrepreneurs; builds awareness about the PA Wilds brand and stewardship messaging, and raises funds for conservation.

PA Wilds Center has a public-private partnership with DCNR to operate Conservation Shops at select state parks. Currently, it operates a PA Wilds Conservation Shop at Kinzua Bridge State Park, in McKean County (located 60 miles from S.B. Elliott State Park). A second unit opened in summer 2021 at Leonard Harrison



State Park in Tioga County (located 130 miles from S.B. Elliott State Park). PA Wilds Center hopes to make S.B. Elliott its third location.

Conservation Shops focus on selling local products from rural producers in the PA Wilds region. The pilot Conservation Shop at Kinzua Bridge State Park has done over \$1M in gross sales of rural products and helped thousands of visitors connect with surrounding communities, natural and cultural assets, and local businesses.

For more information: [PA Wilds Conservation Shop Program](#) or [ShopthePAwilds.com](#)

## ABOUT THE PROJECT LOCATION

The 318-acre S.B. Elliott State Park is surrounded by the Moshannon State Forest, right off Exit 111 of I-80 in northern Clearfield County and nine miles from the community of Clearfield. It is one of PA DCNR's smallest parks and currently offers primarily a rustic experience and direct access to additional recreation adventures on state forest lands. The park's access to I-80 makes it an unprecedented opportunity for orienting visitors to the larger Pennsylvania Wilds region.

This site includes two empty Civilian Conservation Corps (CCC)-era log buildings (2,600 sf and 1,100 sf, respectively) that sit next to each other (images below). The buildings need to be weatherized for year-round occupancy, plumbed (water and sewer), HVAC, parking/traffic flow upgrades, and brought up to code. Additional upgrades (public toilets, signage, parking, etc.) and interpretive exhibits would also be needed. The two (CCC)-era structures are contributing to the National Register of Historic Places (NRHP)-listed district (S.B. Elliott State Park, Day Use District [1986RE00568]). This park is part of the Parker Dam Complex, where the staff, park rangers, and main operations are housed. This site must blend with that one, both through operations and interpretation. The larger CCC building will be used for the retail shop/welcome center; the smaller CCC building will be considered for rehabilitation to house an experience (Phase 2 development). Any exterior recommendations (parking, wayfinding, etc.) should be flexible enough to accommodate growth related to phase 2.

Additional resources about the location:

911 Address for S.B. Elliott State Park: 2112 Old Route 153 Penfield, PA 15849

Google Map Link for S.B. Elliott State Park:

<https://www.google.com/maps/place/Old+Rte+153,+Pine+Township,+PA+15849/@41.1174263,-78.5314826,14.24m/data=!3m1!1e3!4m5!3m4!1s0x89cc5b85d6f28ecd:0x7851e02688501050!8m2!3d41.113934!4d-78.526783>

DCNR's Description for S.B. Elliott:

<https://www.dcnr.pa.gov/StateParks/FindAPark/SimonBElliottStatePark/Pages/default.aspx>





# CONSULTANT SCOPE OF WORK

## MASTER SITE PLAN

1. Review of the existing facilities at S.B. Elliott as well as existing customer base, current market, and any other necessary information.
2. Provide a demographic and trends analysis to provide an understanding of current and future market trends for visitation to the PA Wilds region as well as anticipated visitor foot traffic from Interstate 80.
3. Interview DCNR, PA Wilds Center, and 3-5 other identified partners about future visioning for the site.
4. Provide analysis of existing facility and support buildings and identify new infrastructure to meet needs (ex. types of electrical improvements, size of a public restroom facility, wifi access, parking needs to accommodate cars and buses, electric car charging stations, additional storage for retail, etc.).
5. Review and consider previous site plan recommendations for the area (access to the plans will be provided upon award of the contract).
6. Identify constraints in force at the site including wetlands protection regulations, shoreline protection setbacks, alteration of terrain regulations, rights of way and easements, limitations involved in providing electrical, water, and sewage disposal utilities, historic easements, and preservation concerns, and possible abutter concerns.
7. Use the information in 1-7 to develop a conceptual site layout and renderings; design concepts must align with the [PA Wilds Design Guide for Community Character Stewardship](#). The site layout must also keep with the Secretary of Interior Standards for the Treatment of Historic Properties (<https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf>) and ensure compliance with Section 106 of the National Historic Preservation Act, as amended (<https://www.nps.gov/history/tribes/Documents/106.pdf>).
8. With a DCNR-Center consensus on the vision, provide recommendations for DCNR's operations at the park given the proposed increased activity.
9. Outline renovation needs to existing structures and new infrastructure needs (public restrooms, electric charging stations, etc.) and provide an estimated cost analysis for such improvements and how a phased approach might be taken.
10. Provide options for activations for the second CCC-era building in Phase 2.
11. Provide a final report which includes:
  - a. Summary of outcomes for 1-11 in the Scope of Work.
  - b. Sketches or other renderings of the selected improvements
  - c. Probable cost estimate for construction of selected improvements, broken down by major activities or cost areas
  - d. Probable cost estimate for the operation of selected improvements, including cost estimate for suggested options for the second CCC-era building
  - e. Other items that in the consultant's view will be required to use the final report to assemble future support around the project.
  - f. List of necessary permits that will be required to construct what is being planned.



## WORKGROUP AND MEETINGS

The consultant and its sub-consultants, if any, should plan for the following meetings with PA Wilds Center staff, DCNR staff, and key partners and stakeholders at a minimum. The total amount of meetings needed to accomplish the scope of work should be determined by the consultant team.

- Project Kick-off meeting on-site at S.B. Elliott State Park with main workgroup (to be composed of PA Wilds Center and DCNR staff members as well as identified partners)
- Weekly or bi-weekly project meetings (15-30 minutes, held virtually) with the Contractor and Center's project coordinators.
- Ongoing project update meetings (held virtually) with workgroup, to review major milestones; timeline to be determined upon award of the contract.
- Two meetings with key PA Wilds Center and DCNR staff at time of draft and final plans
- One public open house – this may be virtual, dependent upon COVID-19

## HOW TO RESPOND TO THIS RFP

Each Respondent submitting a proposal must demonstrate sufficient resources and professional ability to complete the scope of work in a manner consistent with its proposal. In addition, each proposal must include:

### PROJECT TEAM EXPERIENCE

- Provide one-page resumes only for the proposed principal(s) and associated team members that will be involved in facilitating the project. Include relevant information for each such as educational background, professional experience, certifications, and recent similar projects worked on and the role in said projects.
- Include key team members from sub-consultant firms, if any.

### PROPOSED APPROACH/WORK PROGRAM

- Provide specific approaches, methods, and assumptions for the project that you believe is appropriate based on your understanding of the Center's needs, as well as the outcomes, deliverables, and the scope of work elements outlined within this RFP. List specific deliverables your firm will provide if selected.

### EXPERIENCE / WORK SAMPLES

- Please provide examples of similar, relevant projects your firm has completed, with reference contact information.



## SCHEDULE

- Provide a proposed timeline for completion along with a list of milestones and team members leading the work for each milestone or task.

## COST:

Please include in your proposal:

- Total Cost of the Consultant's Proposal
- Hourly rates for all consultant employees who are expected to work on this project. The rates shall be the agreed-upon costs for any additional services requested by PA Wilds Center, above and beyond what is detailed in the RFP.
- Reimbursable costs including detail of services or items and applicable charges per unit.

## SELECTION CRITERIA

The PA Wilds Center will evaluate each proposal according to the criteria listed below, considering the information provided in the proposal, references, and any other information about the Respondent and its performance.

## PROJECT WORK APPROACH, DELIVERABLES, AND ORGANIZATION

- Firm grasp of the project scope and objectives
- Quality and organization of response to proposed work program and proposed deliverables
- Quality of creative approach to the deliverables
- Organization and completeness of the response
- Writing skills, as shown through the submission and any other submitted work examples

## RELATED EXPERIENCE, WORK EXAMPLES, AND INNOVATION

- Quality of submitted work examples
- Experience and demonstrated ability of consultant(s) in a multi-stakeholder planning process
- Past performance of consultant(s) on similar projects
- Demonstration of an innovative and high-quality approach to similar projects

## COST

- Demonstration of successful budget performance and previous experience in meeting project budgets
- Description of the approach to budgeting



Proposals that are not complete or do not conform to the requirements of this RFP may not be considered. PA Wilds Center reserves the right to request additional information, site visits, interviews or presentations, from one or more of the Respondents.

## SUBMISSIONS

Five (5) hard copies and a thumb drive containing the proposal must be submitted in an envelope identified by "S.B. Elliott Master Site Plan RFP". Proposals must be submitted to and received by the PA Wilds Center by 4 p.m. November 1, 2021.

Proposals must be submitted to the following address:

PA Wilds Center  
Attn: Abbi Peters  
61 Fraley St., 2nd Floor  
Kane, PA 16735

## PRELIMINARY TIMELINE

- RFP Posted and available for viewing - October 1, 2021
- Proposals due – November 1, 2021 (4 pm)
- Interviews – November 9-11, 2021
- Award Notice – December 6, 2021
- Contract and Professional Services Agreement due – December 15, 2021
- Project Kick-off – January 10, 2022
- Anticipated Project Competition – June 1, 2022