



 **Town of Lewisporte**
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REQUEST FOR PROPOSALS

LEASE AND OPERATION OF WOOLFREY'S POND PARK

1. INTRODUCTION

The Town of Lewisporte is requesting proposals from qualified proponents for the long-term lease and operation of Woolfrey's Pond Park.

The Town is seeking a proponent with the experience, capacity, and vision to operate Woolfrey's Pond Park as a high quality recreational and tourism facility. The successful proponent will be responsible for the operation, upkeep, promotion, programming, and general affairs of the park in accordance with the terms of a lease agreement to be negotiated with the Town.

The Town will retain ownership of Woolfrey's Pond Park, including the land, buildings, infrastructure, equipment, and all Town owned assets.

The proposed lease term is ten years, with an option to extend for an additional ten years, subject to the terms and conditions of the final lease agreement.

2. BACKGROUND

Woolfrey's Pond Park is a Town owned recreational and tourism asset located in Lewisporte, Newfoundland and Labrador. The park supports camping, outdoor recreation, community use, visitor services, and tourism activity.

The Town recognizes the importance of Woolfrey's Pond Park to residents, visitors, campers, the recreation community, and the tourism industry. Through this RFP, the Town is seeking a long-term operator who can continue to operate the park in a professional, sustainable, and community focused manner while supporting future growth and improvement of the facility.

3. PURPOSE OF THE RFP

The purpose of this Request for Proposals is to select a qualified proponent to enter into a lease agreement with the Town of Lewisporte for the operation of Woolfrey's Pond Park.

The successful proponent will lease the park from the Town and will be responsible for operating the park as a recreational and tourism facility. The successful proponent will collect and retain park revenues and will pay the Town an annual rent in accordance with the final lease agreement.



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4. TERM OF LEASE

The proposed lease term is ten years.

The lease may include an option to extend for an additional ten-year term, subject to mutual agreement between the Town and the successful proponent and subject to the terms and conditions of the lease agreement.

The final lease agreement shall be negotiated between the Town and the successful proponent following the RFP evaluation process.

Should the Town and the successful proponent fail to negotiate a mutually acceptable lease agreement within 30 calendar days after the successful proponent has been notified of the results of the RFP process, the Town reserves the right to terminate negotiations. The Town may then negotiate with another proponent, reissue the RFP, cancel the process, or take any other action deemed appropriate by the Town.

5. OWNERSHIP OF PARK LANDS, BUILDINGS, AND ASSETS

The Town of Lewisporte shall retain ownership of Woolfrey's Pond Park, including all land, buildings, facilities, infrastructure, equipment, and Town owned assets.

The successful proponent shall not acquire ownership of the park, land, buildings, infrastructure, equipment, or assets through the lease agreement.

The successful proponent shall not sell, transfer, assign, sublease, mortgage, dispose of, or otherwise encumber any Town owned property or assets unless expressly authorized in writing by the Town.

Any capital upgrades, alterations, additions, removals, or improvements to the park shall require prior written approval from the Town and shall be addressed in the final lease agreement.

5.1 Woolfrey's Pond Boardwalk Excluded

The Woolfrey's Pond Boardwalk, including the main boardwalk, connecting trails, lookout areas, and related infrastructure, is not included in this RFP or the proposed lease agreement.

The boardwalk area shall remain under the ownership, operation, maintenance, and control of the Town of Lewisporte. The Town shall continue to maintain and upgrade the boardwalk area as determined by the Town.

The successful proponent shall have no responsibility for the operation, maintenance, repair, or upgrading of the Woolfrey's Pond Boardwalk.

6. SCOPE OF OPPORTUNITY

The Town is seeking proposals from proponents interested in leasing and operating Woolfrey's Pond Park.

The successful proponent shall be responsible for the operation and general affairs of the park, including but not limited to:



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- Operating the park as a campground, recreation, and tourism facility.
- Maintaining and upkeeping the park, buildings, facilities, grounds, and related assets.
- Setting rental fees, camping fees, service fees, activity fees, and other fees related to park services.
- Collecting and retaining revenue generated from the operation of the park.
- Providing all labour, staff, supplies, equipment, materials, and services required for operation.
- Marketing and promoting the park.
- Organizing events and activities for campers and visitors.
- Paying all operational expenses, including but not limited to wages, taxes, supplies, utilities, insurance, maintenance, garbage disposal, and administrative costs.
- Setting hours of operation, subject to the minimum operating season required by the Town.
- Upgrading and improving the park to address the needs of the tourism industry and the recreation community, subject to Town approval where required.
- Managing the day-to-day affairs of the park in accordance with the final lease agreement.

7. MINIMUM OPERATING REQUIREMENTS

The successful proponent shall be required to operate Woolfrey's Pond Park seven days per week from the May 24th weekend to Labour Day each year.

The successful proponent may extend the operating season beyond Labour Day, including up to Thanksgiving, where feasible.

Proponents shall identify their proposed operating season and hours of operation in their proposal.

8. RESPONSIBILITIES OF THE SUCCESSFUL PROPONENT

The successful proponent shall be responsible for all matters related to the operation of Woolfrey's Pond Park, except for those responsibilities specifically retained by the Town in the final lease agreement.

Responsibilities shall include, but are not limited to, the following:

8.1 Operations

The successful proponent shall operate Woolfrey's Pond Park in a professional, safe, clean, and customer focused manner. This shall include managing bookings, rentals, registrations, customer service, park rules, visitor inquiries, and day-to-day operations.

8.2 Maintenance and Upkeep

The successful proponent shall be responsible for maintaining and upkeeping the park, including buildings, facilities, campsites, grounds, common areas, washrooms, green spaces, roads, and other related assets.



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The successful proponent shall ensure the park is maintained in a clean, safe, attractive, and usable condition throughout the lease term.

The successful proponent shall be responsible for all waste management associated with the operation of Woolfrey's Pond Park, including collection, storage, removal, disposal, and any related costs. The successful proponent shall ensure that garbage and recycling areas are maintained in a clean, safe, and sanitary condition and that waste is removed regularly to prevent nuisance, odour, wildlife concerns, or unsafe conditions.

8.3 Labour, Supplies, and Equipment

The successful proponent shall provide all labour, staff, contractors, supplies, equipment, materials, and services required to operate and maintain the park.

The successful proponent shall be responsible for all staffing obligations, including wages, training, supervision, payroll requirements, employment standards, and occupational health and safety requirements.

8.4 Operational Expenses

The successful proponent shall be responsible for all operational expenses related to the park, including but not limited to:

- Wages and staffing costs.
- Taxes and required remittances.
- Supplies and materials.
- Utilities.
- Insurance.
- Garbage Disposal.
- Equipment and tools.
- Marketing and advertising.
- Programming and activities.
- Cleaning and sanitation.
- Maintenance and upkeep.
- Administrative expenses.
- Any other expenses required for the operation of the park.

The Town shall not be responsible for operating losses incurred by the successful proponent.

8.5 Fees and Revenue

The successful proponent shall be responsible for setting and collecting rental fees, camping fees, service fees, activity fees, and other fees related to services offered at Woolfrey's Pond Park.

The successful proponent shall collect and retain revenue generated from the operation of the park, subject to the terms of the final lease agreement.



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8.6 Marketing and Promotion

The successful proponent shall be responsible for marketing and promoting Woolfrey's Pond Park as a recreational and tourism destination.

The proposal shall include the proponent's approach to marketing, advertising, tourism partnerships, online promotion, and strategies to increase visitation and enhance the park's profile.

8.7 Events and Activities

The successful proponent shall be responsible for organizing events and activities for campers and visitors.

Events and activities should support the visitor experience, encourage overnight stays, promote family friendly recreation, and contribute to the overall success of Woolfrey's Pond Park.

8.8 Park Improvements

The successful proponent shall be expected to identify opportunities to improve and upgrade Woolfrey's Pond Park to address the needs of the tourism industry and the recreation community.

Any proposed capital upgrades, additions, alterations, or improvements shall require prior written approval from the Town.

The final lease agreement shall address responsibility for costs, ownership of improvements, approval processes, and any required permits or conditions

9. RESPONSIBILITIES OF THE TOWN

Under the lease agreement, the Town of Lewisporte shall continue to provide the following services for Woolfrey's Pond Park:

- Grading of the internal gravel road within the park once per operating season.
- Consideration of support for capital improvements, where feasible and where such improvements support tourism and recreation priorities.
- Continued maintenance, operation, and upgrading of the Woolfrey's Pond Boardwalk area which is not included in this RFP or lease agreement.

Any additional Town responsibilities, services, or contributions must be negotiated and clearly identified in the final lease agreement.

10. ANNUAL RENT

The successful proponent shall pay the Town an annual rent for the lease of Woolfrey's Pond Park. Proponents must clearly state the annual rent they are proposing to pay to the Town. Proponents may also include proposed rent increases, annual adjustments, or other payment structures over the lease term.



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The Town reserves the right to consider the annual rent offered as part of the overall evaluation of proposals. However, the Town does not bind itself to accept the highest annual rent offered or any proposal submitted.

11. TOWN ACCESS

The Town of Lewisporte shall continue to have free access to Woolfrey's Pond Park for winter recreational activities and community celebrations.

The terms of Town access shall be further defined in the final lease agreement and may include requirements related to scheduling, notice, coordination, safety, and use of facilities

12. INSURANCE AND COMPLIANCE

The successful proponent shall be required to obtain and maintain insurance coverage in amounts and forms acceptable to the Town, including commercial general liability insurance.

The Town of Lewisporte shall be named as an additional insured on applicable policies.

The successful proponent shall be responsible for operating the park in compliance with all applicable municipal, provincial, and federal laws, regulations, bylaws, standards, permits, and requirements.

This may include, but is not limited to:

- Occupational health and safety requirements.
- Employment standards.
- Public health requirements.
- Fire and life safety requirements.
- Environmental requirements.
- Insurance requirements.
- Taxation and business requirements.
- Building, facility, and accessibility requirements.

13. PROPOSAL SUBMISSION REQUIREMENTS

Proposals must include the following information:

13.1 Proponent Profile

- Legal name of the proponent.
- Contact person.
- Mailing address.
- Phone number.
- Email address.
- Business registration information, if applicable.
- Description of the proponent's business, organization, or relevant background.

13.2 Experience and Qualifications

Proponents shall provide information on their experience and qualifications relevant to the



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operation of Woolfrey's Pond Park, including any experience with:

- Campground operations.
- Tourism operations.
- Recreation facilities.
- Hospitality or customer service.
- Property or facility maintenance.
- Business operations.
- Event planning.
- Staff supervision.
- Financial management.

13.3 Operational Plan

Proponents shall provide an operational plan that includes:

- Proposed approach to operating Woolfrey's Pond Park.
- Proposed operating season and hours.
- Confirmation that the park will operate seven days per week from the May 24th weekend to Labour Day.
- Whether the proponent proposes to extend operations to Thanksgiving.
- Booking and payment process.
- Staffing plan.
- Waste management plan, including garbage collection, disposal, recycling, and maintenance of waste storage areas.
- Maintenance and upkeep plan
- Customer service approach.
- Cleaning and sanitation plan.
- Safety and emergency procedures.
- Approach to managing complaints, incidents, and public concerns.
- Approach to managing the general affairs of the park.

13.4 Financial Proposal

Proponents shall provide a financial proposal that includes:

- Proposed annual rent payable to the Town.
- Proposed payment schedule.
- Proposed rent increases or adjustments, if any.
- Proposed fee structure for camping, rentals, services, activities, and events.
- Estimated operating expenses.
- Anticipated revenue sources.
- Any financial assumptions.
- Any support being requested from the Town, if applicable.

13.5 Marketing and Visitor Experience Plan

Proponents shall provide a plan outlining how they will market and promote Woolfrey's Pond Park and enhance the camper and visitor experience.



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This section should include:

- Marketing methods.
- Tourism promotion.
- Online and social media presence.
- Advertising strategies.
- Visitor attraction strategies.
- Events, activities, and programming.
- Customer service improvements.

13.6 Park Improvement Plan

Proponents shall provide a plan outlining any proposed upgrades, improvements, or investments they intend to make during the lease term.

This section should include:

- Description of proposed improvements.
- Estimated timelines.
- Estimated costs.
- Proposed funding sources.
- Any Town support requested.
- Benefits to the tourism industry and recreation community.
- Required approvals, if known.

13.7 References

Proponents shall provide a minimum of two references who can speak to the proponent's experience, reliability, financial responsibility, customer service, or ability to operate a business, facility, or similar service.

14. EVALUATION CRITERIA

Proposals will be evaluated using the following criteria:

Criteria	Weight
Experience and qualifications	20%
Operational plan, staffing, maintenance, and service delivery	25%
Financial proposal, including annual rent and sustainability	20%
Marketing, events, tourism development, and visitor experience	15%
Park improvement plan and long-term vision	15%
References and overall quality of submission	5%

The Town reserves the right to evaluate proposals based on the overall best interest of the Town, Woolfrey's Pond Park, residents, visitors, the tourism industry, and the recreation community.

The Town does not bind itself to accept the highest annual rent offered or any proposal submitted.



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15. SITE VISIT

Proponents are encouraged to visit Woolfrey's Pond Park before submitting a proposal. A site visit may be arranged by contacting:

Ashley Ivany
Recreation and Tourism Manager
Town of Lewisporte
Email: recreation@lewisporte.ca
Phone: (709) 535-2737

16. QUESTIONS AND ADDENDA

Questions regarding this RFP must be submitted in writing to:

Ashley Ivany
Recreation and Tourism Manager
Town of Lewisporte
Email: recreation@lewisporte.ca
Deadline for questions: July 17th, 2026 at 12:00pm

The Town may issue written addenda where clarification or changes to the RFP are required. It is the responsibility of each proponent to ensure they have received and reviewed all addenda before submitting a proposal.

17. SUBMISSION INSTRUCTIONS

Proposals must be clearly marked:

Request for Proposals: Lease and Operation of Woolfrey's Pond Park

Proposals must be received no later than: **July 29th, 2026 at 12:00pm**

Proposals may be submitted to:

Town of Lewisporte
152 Main Street
Lewisporte, NL A0G 3A0
Or by email to:
recreation@lewisporte.ca

Late proposals may not be accepted.

18. ACCEPTANCE OR REJECTION OF PROPOSALS

The Town of Lewisporte reserves the right to:

- Accept or reject any or all proposals.
- Reject all proposals.
- Cancel or reissue this RFP at any time.



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- Request clarification or additional information from any proponent.
- Conduct interviews with one or more proponents.
- Negotiate with the preferred proponent.
- Not proceed with any proposal.
- Accept the proposal that the Town determines to be in its best interest.
- Accept a proposal that does not offer the highest annual rent.
- Verify references and information provided.
- Modify the final terms and conditions through negotiation.
- Terminate negotiations if a mutually acceptable lease agreement cannot be reached.

This RFP does not create a binding contract between the Town and any proponent. A binding agreement shall only exist once a formal lease agreement has been negotiated, approved by the Town, and signed by both parties.

19. NEGOTIATION OF LEASE AGREEMENT

Following the evaluation of proposals, the Town may select a successful proponent and enter into negotiations for a formal lease agreement.

The lease agreement shall reflect the general parameters outlined in this RFP and may include, but is not limited to:

- Lease term.
- Option to extend.
- Annual rent.
- Payment schedule.
- Use of park lands, buildings, facilities, and assets.
- Ownership of land, buildings, infrastructure, and assets.
- Operational responsibilities.
- Maintenance and upkeep responsibilities.
- Town responsibilities.
- Insurance requirements.
- Utility and operating expense responsibilities.
- Town access for winter recreational activities and community celebrations.
- Capital upgrade and improvement approvals.
- Reporting requirements.
- Default and termination provisions.
- Any other terms required by the Town.

Should the parties fail to negotiate a mutually acceptable lease agreement within 30 calendar days after the successful proponent has been notified of the results of the RFP process, the Town reserves the right to terminate negotiations without penalty or obligation.

20. CONFLICT OF INTEREST

Proponents must disclose any actual, potential, or perceived conflict of interest in their proposal.



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The Town reserves the right to reject any proposal where a conflict of interest exists or may reasonably be perceived to exist.

21. CONFIDENTIALITY AND ACCESS TO INFORMATION

All proposals submitted become the property of the Town of Lewisporte.

Proposals may be subject to the Access to Information and Protection of Privacy Act, 2015.

Proponents should clearly identify any information in their proposal that they consider confidential or commercially sensitive. However, proponents are advised that the Town may be required to disclose information in accordance with applicable legislation.

22. NO OBLIGATION

Issuance of this RFP does not obligate the Town to proceed with any proposal, enter into a lease agreement, or award the opportunity to any proponent.

The Town shall not be responsible for any costs incurred by proponents in preparing or submitting a proposal.

23. CLOSING

The Town of Lewisporte invites qualified proponents to submit proposals for the long-term lease and operation of Woolfrey's Pond Park.

The Town is seeking a proponent who can operate the park in a professional and sustainable manner, maintain and improve the park, provide quality services to campers and visitors, support tourism and recreation, and contribute to the long-term success of Woolfrey's Pond Park as a valued Town-owned asset.