

## **Request for Information (RFI) for Equestrian Center Management Services**

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### **Introduction:**

WSSC Water is seeking information from qualified persons or organizations to provide comprehensive equestrian center management. This RFI aims to identify potential providers with the expertise and capability to operate and manage an equestrian facility at WSSC Water's property within the Avenel Community in Potomac, Maryland.

### **Background:**

The equestrian center, located near 10000 Oaklyn Dr, Potomac, MD 20854 spans approximately 150 acres and includes existing facilities: an existing barn/stable that is not currently fit or safe for use, riding ring(s), grazing areas, riding trails and auxiliary structures. The center previously offered equestrian boarding and, at times, various equestrian-related programs. A structural assessment of the existing structure on the property was recently completed and is available here: [www.wsscwater.com/avenel](http://www.wsscwater.com/avenel)

### **Objective:**

The primary objective of this RFI is to understand the market related to persons or organizations that provide for, manage, and operate equestrian facilities and related programs and to better understand the needs and requirements for managing and/or operating such programs.

### **Scope of Services:**

Respondents should provide information on best practices for the following areas:

- I. Best practices for Equestrian Facility Management:
  - What facilities and appurtenances are required for an effective and sustainable equestrian operation?
  - What are best practices for the maintenance and upkeep of all buildings, grounds, and equipment?
  - What are the typical approaches to implementation of capital improvement and maintenance programs?
  - What are the relevant regulations, including environmental and safety standards, that equestrian facilities must and/or should comply?
2. Best practices and potential offerings for Equestrian activities:
  - What are the typical services offered and/or required to facilitate and maintain the availability of equestrian activities?

- What are the necessary facilities for group and/or individual riding instruction?
  - What are the requirements and considerations required for providing horse boarding services?
3. Best practices for operational management of a facility offering equestrian activities:
- What level and qualification of staff is required to maintain equestrian activities?
  - Are there notable industry practices for day-to-day operations? If so, what are they?
  - What are the best approaches to additional services required such as veterinary care, farrier services, etc.?
4. Best practices for engaging the community in the activities offered by an equestrian facility:
- What is industry best practices and strategies to promote an equestrian center within the community?
  - Are there programs to ensure accessibility and inclusivity for diverse populations?
  - Are there additional considerations for therapeutic riding or other types of potential offerings that provide other community benefits?
  - What types of partnerships with local organizations and schools are typical and/or recommended?
  - How are appropriate fees and other charges developed for public use of the equestrian center (i.e., public riding lessons)?
  - What are the typical ranges for the fees associated with offerings at an equestrian center?
5. Best practices for business terms for equestrian activities that persons or organizations offering these services may request, including but not limited to the following areas:
- What is the necessary length of a lease or other operating agreement to ensure the operational and financial feasibility of equestrian operations?
  - What are the best practices for ensuring that there is on-going investment in maintenance, up-keep, and improvement of facilities?
  - Are there host fees or other revenue sharing for revenues generated by the equestrian enterprise?
  - Are there examples of public-private partnerships for equestrian facilities and activities that serve as a potential model for future offerings?

- What capacity do firms in this industry and/or your firm have for establishing partnerships and/or other means for raising funds for necessary repairs and maintenance of equestrian facilities?

### **Submission Requirements:**

Interested parties should provide the following information:

1. Descriptions and information on best practices for maintaining the availability of equestrian activities on a property like property owned by WSSC Water at Avenel Farm. Submissions should, to the extent possible, address the questions listed above. WSSC Water welcomes narrative answers as well as additional information on the market for this type of services within the Montgomery and Prince George's County area.
2. Company/Organization Overview:
  - Please provide a brief overview of your enterprise or company, including its history, size, and organizational structure.
  - What experience do you or your company have in managing equestrian facilities and/or providing equestrian services?
  - What additional services or experience do you offer that could benefit an equestrian facility (e.g., maintenance, training, therapeutic or inclusive riding offerings)?
  - Describe your organization or company's access to funds to support capital investment in facilities and/or ongoing operations.

### **Submission Instructions:**

Please submit your response to this RFI by September 6, 2024. Submittals must be submitted via WSSC Water's supplier portal.

To be eligible to participate in WSSC Water solicitations, including this request for information (RFI) vendors must be registered in our WSSC Supplier Portal. The Procurement Office uses the industry classifications (North America Industry Classification System – NAICS codes) to send notifications about upcoming solicitations. The WSSC Supplier Portal allows suppliers to keep their information up to date to ensure they are receiving all applicable solicitation notifications based on their NAICS codes.

There is no cost to register in the WSSC Supplier Portal and receive notifications. For assistance registering use the [WSSC Supplier Training Manual](#) or visit our [Procurement FAQ](#) page.

[Click here to register for the supplier portal.](#)

**Evaluation Process:**

Submissions are for informational purposes only and do not represent a commitment to procure services or fund these services in the future. This RFI is intended to provide key information to support WSSC Water's potential options as it relates to the equestrian facility.

Submissions will be utilized to better understand the availability in the market of person's and/or organization's experience, approach, and best practices as it relates to managing and operating equestrian facilities and activities.