



Finance Department

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Purchasing Services

DATE: Tuesday, August 4th, 2026

RE: **ADDENDUM 1**
15045-0-2026-BG
Recreational Services and Placemaking in Madison Parks

Notice to All Bidders:

Please note the following responses to the questions received:

Question 1: We'd propose placing a factory-built structure that sits on grade or on existing pavement and can be removed without demolition. Would that count as movable personal property under Section 4 of the Sample Park Use Agreement, or as an Improvement?

Answer 1: This would be likely considered personal property, and the User would be responsible to remove the structure according to terms within the agreement.

Question 2: For a revenue-generating proposal, would Parks consider a percentage of gross revenue paid monthly rather than the annual use fee described in Section 5(q)? We want to make sure proposing that isn't treated as an exception under Section 6.9.

Answer 2: Yes, we would consider this proposal, with appropriate checks and balances built into an agreement.

Question 3: What term length should proposals assume when the proposer is funding the capital?

Answer 3: The City does not have a predetermined term length. Please propose a desired term length associated with the capital improvements, and the City will consider this proposal. The term length should be commensurate with the level of capital improvement.

Question 4: Should we name a specific site within a park, or propose siting criteria and work that out with Parks staff after award?

Answer 4: Please include siting criteria and include specific locations you have already identified that would be appropriate for your services.

Question 5: Is there a list of parks with existing recreational or concession agreements, so we don't propose something that conflicts?

Answer 5: We do not have a comprehensive list already created. Existing Use Agreements that include concessions are at Olbrich Park, Brittingham Park, Wingra Park, Marshall Park, Warner Park, and Breese Stevens Field. Madison School and Community Recreation provides recreational services at a large number of parks, which do change from year to year. Their current program offerings can be found at www.msccr.org. Madison Parks also has other recreational agreements with organizations such as the Madison Area Youth Soccer Association, Madison Ultimate Frisbee Association, Madison Sport and Social Club, and other sports groups for use of reservable athletic fields.

Question 6: Would the Parks Division be supportive of a proposal that includes recurring programming across multiple parks over the course of a season, or would you prefer proposals be focused on a single primary park location?

Answer 6: We will review all proposals, including those that have multiple parks or single park locations.

Question 7: Beyond the Neighborhood Resource Team (NRT) parks identified in the RFP, are there particular parks where the Parks Division is especially interested in attracting new recreational or placemaking partnerships?

Answer 7: Section 1 states that the RFP is open to proposals in locations across the park system, provided that they do not conflict with or directly compete with existing uses. Areas of particular interest include parks that will see the most positive impact from a new or expanded activity. Successful responses will demonstrate how they bring a diverse range of people together, increase time spent outdoors, complement existing park uses and consider environmental sustainability and stewardship.

Section 5.3 states: The RFP is open to concepts in locations across the park system, and all locations will be considered. Areas of particular interest include parks that will see the most positive impact from a new or expanded activity. Also, programs in parks that have an assigned City of Madison Neighborhood Resource Team (NRT) or share similar demographics are of interest.

Question 8: For revenue-generating programs, is the Parks Division seeking a proposed annual use fee, a percentage of revenue, another financial structure, or is the City open to proposer recommendations?

Answer 8: The City is open to proposer recommendations. The City will consider if the proposed compensation to the City is commensurate with the scale, location, public benefit, impact to the park, and type of activity(ies) proposed.

Bidders must acknowledge receipt of this addendum accordingly on RFP Section 6.1 Proposal Checklist.

Please direct any other questions to the Purchasing contact person below.

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