

Management of Camp Sewataro RFP  
PROPOSAL EVALUATION

William Barletta 8/8/19  
Evaluator Name

Responder/Business Name	HA = Highly Advantageous A = Advantageous NA = Not Advantageous				Overall Composite Ranking
	Interview	Experience - Summer Camps	Management Experience	Experience Working with Community/ Stakeholders	
Everwood (Scott Brody)	HA	HA	HA	HA	HA
Marcus Lewis	HA	HA	HA	A	HA
MetroWest	HA	HA	HA	HA	HA

**INTERVIEW:** The Evaluation Committee will schedule interviews with all proposers who have met the Minimum Criteria and are responsive to this RFP. At the start of the interview, the proposer will have up to fifteen (15) minutes to present a company background and presentation. The Evaluation Committee will prepare five (5) questions, which will be asked of all proposers after the presentation. The Evaluation Committee may also ask additional questions.

Interview HA	Proposer representative(s) were present, communicated a comprehensive plan of action, and successfully responded to all five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview A	Proposer representative (s) were present, communicated a comprehensive plan of action, and successfully responded to a minimum of four (4) of the five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview NA	Proposer representative (s) were present but did not communicate a comprehensive plan of action or successfully responded to fewer than four (4) of the five (5) questions from the Evaluation Committee and did not sufficiently answer any additional questions posed by the Evaluation Committee.

**EXPERIENCE – SUMMER CAMP:** Specify programming plan for Camp. Proposer must have run each of these programs in other municipalities or facilities for a minimum of five (5) years. Plan must include which programs have been offered and for how many years.

Exp - Camp HA	Specify a minimum of seven (7) various summer camp programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp A	Specify four (4) to six (6) programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp NA	Fewer than four (4) programs and/or proposer has fewer than five (5) years of experience managing each.

MANAGEMENT EXPERTISE: Provides detailed background, experience, and roles of Proposer Owner and Camp Director.	
Management Exp HA	Camp Director has more than five (5) years of experience directing a summer camp as a full-time employee. Proposer has a detailed immediate response backup staff plan and offers qualified candidate(s) to back-up Director & other staff.
Management Exp A	Director has three (3) to five (5) years of experience summer camp programs as a full-time employee. Proposer has a detailed immediate response back-up staff plan and offers qualified candidate(s) to back-up Director and other staff.
Management Exp NA	Camp Director has less than three (3) years of experience managing camp programs and/or has not provided a detailed immediate response back-up staff plan.

EXPERIENCE WORKING WITH COMMUNITY or other stakeholders developing and executing a plan for public access	
Community Exp HA	Proposer has successfully worked with other entities for public access and lays out a practical plan for facilitating or restricting public access to managed property during different seasons and times in proposal.
Community Exp A	Proposer has not worked with other entities for facilitating, but lays out a practical plan for public access in proposal.
Community Exp NA	Proposer has not laid out a practical plan for public access in proposal.

**NOTES:**

Everwood - Strengths - similar operation currently + maintain Sewataro staff.  
Weakness - public access  
Strength - good understanding of Town interests in Camp + partnerships + developed similar operation.

Marcus Lewis - Strengths - a similar town type operation currently  
Strength - understanding of town / Camp relationship  
Weakness - small staff to maintain facility  
Weakness - public access

MetroWest - Strength - operation for many years  
Strength - large organization  
Weakness - public access  
Weakness - specifies on-site operation range

Management of Camp Sewataro RFP  
PROPOSAL EVALUATION

Frank Livera  
Evaluator Name

Responder/Business Name	HA = Highly Advantageous A = Advantageous NA = Not Advantageous				Overall Composite Ranking
	Interview	Experience - Summer Camps	Management Experience	Experience Working with Community/ Stakeholders	
Everwood (Scott Brody)	HA	HA	HA	HA	HA
Marcus Lewis	HA	HA	HA	A	HA
MetroWest	HA	HA	HA	HA	HA

**INTERVIEW:** The Evaluation Committee will schedule interviews with all proposers who have met the Minimum Criteria and are responsive to this RFP. At the start of the interview, the proposer will have up to fifteen (15) minutes to present a company background and presentation. The Evaluation Committee will prepare five (5) questions, which will be asked of all proposers after the presentation. The Evaluation Committee may also ask additional questions.

Interview HA	Proposer representative(s) were present, communicated a comprehensive plan of action, and successfully responded to all five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview A	Proposer representative (s) were present, communicated a comprehensive plan of action, and successfully responded to a minimum of four (4) of the five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview NA	Proposer representative (s) were present but did not communicate a comprehensive plan of action or successfully responded to fewer than four (4) of the five (5) questions from the Evaluation Committee and did not sufficiently answer any additional questions posed by the Evaluation Committee.

**EXPERIENCE – SUMMER CAMP:** Specify programming plan for Camp. Proposer must have run each of these programs in other municipalities or facilities for a minimum of five (5) years. Plan must include which programs have been offered and for how many years.

Exp - Camp HA	Specify a minimum of seven (7) various summer camp programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp A	Specify four (4) to six (6) programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp NA	Fewer than four (4) programs and/or proposer has fewer than five (5) years of experience managing each.

**MANAGEMENT EXPERTISE:** Provides detailed background, experience, and roles of Proposer Owner and Camp Director.

Management Exp HA	Camp Director has more than five (5) years of experience directing a summer camp as a full-time employee. Proposer has a detailed immediate response backup staff plan and offers qualified candidate(s) to back-up Director & other staff.
Management Exp A	Director has three (3) to five (5) years of experience summer camp programs as a full-time employee. Proposer has a detailed immediate response back-up staff plan and offers qualified candidate(s) to back-up Director and other staff.
Management Exp NA	Camp Director has less than three (3) years of experience managing camp programs and/or has not provided a detailed immediate response back-up staff plan.

**EXPERIENCE WORKING WITH COMMUNITY or other stakeholders developing and executing a plan for public access**

Community Exp HA	Proposer has successfully worked with other entities for public access and lays out a practical plan for facilitating or restricting public access to managed property during different seasons and times in proposal.
Community Exp A	Proposer has not worked with other entities for facilitating, but lays out a practical plan for public access in proposal.
Community Exp NA	Proposer has not laid out a practical plan for public access in proposal.

NOTES:

Marcus Lewis - operates multiple camps with several municipalities. He has experience working with towns, specifically the town of Westford in a similar situation to the purchase of Camp Sewataro. He has assembled an experienced management team to operate the camp.

MetroWest - They are a large organization with great resources. They have multiple large camp operations in the MetroWest area. They outlined a fee based public access plan. Their management structure includes experienced camp directors that would lend support to Sewataro.

Everwood - Scott Brody outlined a plan to continue the operations of Sewataro and he has vast experience operating summer camps. He has worked extensively with the town of Sharon in a similar dynamic. Scott expressed the desire to retain Sewataro's management team.



Management of Camp Sewataro RFP  
PROPOSAL EVALUATION

Adam Duchesneau  
Evaluator Name

Responder/Business Name	HA = Highly Advantageous A = Advantageous NA = Not Advantageous				Overall Composite Ranking
	Interview	Experience - Summer Camps	Management Experience	Experience Working with Community/ Stakeholders	
Everwood (Scott Brody)	HA	HA	HA	HA	HA
Marcus Lewis	HA	HA	HA	A	A
MetroWest	HA	HA	HA	HA	HA

INTERVIEW: The Evaluation Committee will schedule interviews with all proposers who have met the Minimum Criteria and are responsive to this RFP. At the start of the interview, the proposer will have up to fifteen (15) minutes to present a company background and presentation. The Evaluation Committee will prepare five (5) questions, which will be asked of all proposers after the presentation. The Evaluation Committee may also ask additional questions.	
Interview HA	Proposer representative(s) were present, communicated a comprehensive plan of action, and successfully responded to all five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview A	Proposer representative (s) were present, communicated a comprehensive plan of action, and successfully responded to a minimum of four (4) of the five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview NA	Proposer representative (s) were present but did not communicate a comprehensive plan of action or successfully responded to fewer than four (4) of the five (5) questions from the Evaluation Committee and did not sufficiently answer any additional questions posed by the Evaluation Committee.

EXPERIENCE – SUMMER CAMP: Specify programming plan for Camp. Proposer must have run each of these programs in other municipalities or facilities for a minimum of five (5) years. Plan must include which programs have been offered and for how many years.	
Exp - Camp HA	Specify a minimum of seven (7) various summer camp programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp A	Specify four (4) to six (6) programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp NA	Fewer than four (4) programs and/or proposer has fewer than five (5) years of experience managing each.

MANAGEMENT EXPERTISE: Provides detailed background, experience, and roles of Proposer Owner and Camp Director.	
Management Exp HA	Camp Director has more than five (5) years of experience directing a summer camp as a full-time employee. Proposer has a detailed immediate response backup staff plan and offers qualified candidate(s) to back-up Director & other staff.
Management Exp A	Director has three (3) to five (5) years of experience summer camp programs as a full-time employee. Proposer has a detailed immediate response back-up staff plan and offers qualified candidate(s) to back-up Director and other staff.
Management Exp NA	Camp Director has less than three (3) years of experience managing camp programs and/or has not provided a detailed immediate response back-up staff plan.

EXPERIENCE WORKING WITH COMMUNITY or other stakeholders developing and executing a plan for public access	
Community Exp HA	Proposer has successfully worked with other entities for public access and lays out a practical plan for facilitating or restricting public access to managed property during different seasons and times in proposal.
Community Exp A	Proposer has not worked with other entities for facilitating, but lays out a practical plan for public access in proposal.
Community Exp NA	Proposer has not laid out a practical plan for public access in proposal.

NOTES: All three candidates could do a good job at running a successful camp at the property. MetroWest YMCA appears to have the most resources to handle unforeseen situations and changes in the market. However, they are also a much larger entity and would appear to not have as much of an organic/home grown feel to running the camp. Marcus Lewis and Scott Brody would likely provide a more small scale/family feeling to the camp, very similar to the current situation at Camp Sewataro. Public access to the property would appear to be fairly equal amongst all the candidates. MetroWest YMCA was very clear about the programming of public access activities and cost. Marcus Lewis is running a successful and very similar camp in Westford, MA, but acquiring insurance for the property could be an issue. Scott Brody started a camp with very similar circumstances in Sharon, MA and this venture appears to be successful. There are some concerns about Marcus Lewis's ability to be able to maintain the property due to his currently smaller operation.



Management of Camp Sewataro RFP  
PROPOSAL EVALUATION

Bill Murphy

Evaluator Name

Responder/Business Name	HA = Highly Advantageous A = Advantageous NA = Not Advantageous				Overall Composite Ranking
	Interview	Experience - Summer Camps	Management Experience	Experience Working with Community/ Stakeholders	
Everwood (Scott Brody)	HA	HA	HA	HA	HA
Marcus Lewis	HA	HA	HA	A	HA
MetroWest	HA	HA	HA	HA	HA

Bill Murphy

<b>INTERVIEW:</b> The Evaluation Committee will schedule interviews with all proposers who have met the Minimum Criteria and are responsive to this RFP. At the start of the interview, the proposer will have up to fifteen (15) minutes to present a company background and presentation. The Evaluation Committee will prepare five (5) questions, which will be asked of all proposers after the presentation. The Evaluation Committee may also ask additional questions.	
Interview HA	Proposer representative(s) were present, communicated a comprehensive plan of action, and successfully responded to all five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview A	Proposer representative (s) were present, communicated a comprehensive plan of action, and successfully responded to a minimum of four (4) of the five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview NA	Proposer representative (s) were present but did not communicate a comprehensive plan of action or successfully responded to fewer than four (4) of the five (5) questions from the Evaluation Committee and did not sufficiently answer any additional questions posed by the Evaluation Committee.

<b>EXPERIENCE – SUMMER CAMP:</b> Specify programming plan for Camp. Proposer must have run each of these programs in other municipalities or facilities for a minimum of five (5) years. Plan must include which programs have been offered and for how many years.	
Exp - Camp HA	Specify a minimum of seven (7) various summer camp programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp A	Specify four (4) to six (6) programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp NA	Fewer than four (4) programs and/or proposer has fewer than five (5) years of experience managing each.

<b>MANAGEMENT EXPERTISE:</b> Provides detailed background, experience, and roles of Proposer Owner and Camp Director.	
Management Exp HA	Camp Director has more than five (5) years of experience directing a summer camp as a full-time employee. Proposer has a detailed immediate response backup staff plan and offers qualified candidate(s) to back-up Director & other staff.
Management Exp A	Director has three (3) to five (5) years of experience summer camp programs as a full-time employee. Proposer has a detailed immediate response back-up staff plan and offers qualified candidate(s) to back-up Director and other staff.
Management Exp NA	Camp Director has less than three (3) years of experience managing camp programs and/or has not provided a detailed immediate response back-up staff plan.

<b>EXPERIENCE WORKING WITH COMMUNITY or other stakeholders developing and executing a plan for public access</b>	
Community Exp HA	Proposer has successfully worked with other entities for public access and lays out a practical plan for facilitating or restricting public access to managed property during different seasons and times in proposal.
Community Exp A	Proposer has not worked with other entities for facilitating, but lays out a practical plan for public access in proposal.
Community Exp NA	Proposer has not laid out a practical plan for public access in proposal.

STRENGTHS

NOTES: Marcus Lewis → Discussed innovation - Get Marcus as operator, Westford land, Business strengths

YMCA - History of presence in area - School programming, team of professionals

Everwood - Similarities to Sharon camp - Scott Brody's leadership in industry

Grossroots, development w/ town as a stakeholder - Experiential learning

Institutional knowledge

Management of Camp Sewataro RFP  
PROPOSAL EVALUATION

Dennis Keohane  
Evaluator Name

Responder/Business Name	HA = Highly Advantageous A = Advantageous NA = Not Advantageous				Overall Composite Ranking
	Interview	Experience - Summer Camps	Management Experience	Experience Working with Community/ Stakeholders	
Everwood (Scott Brody)	HA	HA	HA	HA	HA
Marcus Lewis	HA	HA	HA	A ★	HA
MetroWest	HA	HA	HA	<del>HA</del> A ★	HA

INTERVIEW: The Evaluation Committee will schedule interviews with all proposers who have met the Minimum Criteria and are responsive to this RFP. At the start of the interview, the proposer will have up to fifteen (15) minutes to present a company background and presentation. The Evaluation Committee will prepare five (5) questions, which will be asked of all proposers after the presentation. The Evaluation Committee may also ask additional questions.	
Interview HA	Proposer representative(s) were present, communicated a comprehensive plan of action, and successfully responded to all five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview A	Proposer representative (s) were present, communicated a comprehensive plan of action, and successfully responded to a minimum of four (4) of the five (5) questions from the Evaluation Committee and sufficiently answered any additional questions posed by the Evaluation Committee.
Interview NA	Proposer representative (s) were present but did not communicate a comprehensive plan of action or successfully responded to fewer than four (4) of the five (5) questions from the Evaluation Committee and did not sufficiently answer any additional questions posed by the Evaluation Committee.

EXPERIENCE – SUMMER CAMP: Specify programming plan for Camp. Proposer must have run each of these programs in other municipalities or facilities for a minimum of five (5) years. Plan must include which programs have been offered and for how many years.	
Exp - Camp HA	Specify a minimum of seven (7) various summer camp programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp A	Specify four (4) to six (6) programs proposer has offered other municipalities/organizations for a minimum of five (5) years.
Exp - Camp NA	Fewer than four (4) programs and/or proposer has fewer than five (5) years of experience managing each.

MANAGEMENT EXPERTISE: Provides detailed background, experience, and roles of Proposer Owner and Camp Director.	
Management Exp HA	Camp Director has more than five (5) years of experience directing a summer camp as a full-time employee. Proposer has a detailed immediate response backup staff plan and offers qualified candidate(s) to back-up Director & other staff.
Management Exp A	Director has three (3) to five (5) years of experience summer camp programs as a full-time employee. Proposer has a detailed immediate response back-up staff plan and offers qualified candidate(s) to back-up Director and other staff.
Management Exp NA	Camp Director has less than three (3) years of experience managing camp programs and/or has not provided a detailed immediate response back-up staff plan.

EXPERIENCE WORKING WITH COMMUNITY or other stakeholders developing and executing a plan for public access	
Community Exp HA	Proposer has successfully worked with other entities for public access and lays out a practical plan for facilitating or restricting public access to managed property during different seasons and times in proposal.
Community Exp A	Proposer has not worked with other entities for facilitating, but lays out a practical plan for public access in proposal.
Community Exp NA	Proposer has not laid out a practical plan for public access in proposal.

NOTES:

- ★ Concerned about insurance and/or permitting access to the community Year round.
- ★ Proposal for access to community related to a fee based membership program.