



PROPOSER QUESTIONNAIRE- General Business Information
(Products, Pricing, Sector Specific, Services, Terms and Warranty are addressed on **Form P**)

Proposer Name: American Ramp Company, Inc. Questionnaire completed by: Heather Ogden, Contract Manager/Sr. Project Manager

Please identify the person NJPA should correspond with from now through the Award process:

Name: Heather Ogden E-Mail address: heather@americanrampcompany.com

Please answer the questions below using the Microsoft Word[®] version of this document. This allows NJPA evaluators to cut and paste your answers into a separate worksheet. Place your answer directly below each question. NJPA prefers a brief but thorough response to each question. Please do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; mark "NA" if the question does not apply to you (preferably with an explanation). Please create a response that is easy to read and understand. For example, you may consider using a different font and color to distinguish your answer from the questions.

Company Information & Financial Strength

1) Provide the full legal name, mailing and email addresses, tax identification number, and telephone number for your business. American Ramp Company, Inc., 601 S. McKinley Avenue, Joplin, MO 64801

Federal Tax ID: 35-2353308

heather@americanrampcompany.com

john@americanrampcompany.com

(417) 206-6816

2) Provide a brief history of your company, including your company's core values, business philosophy, and longevity in the RECREATION AND PLAYGROUND EQUIPMENT, ACCESSORIES, AND SUPPLIES industry.

- American Ramp Company is the result of one skateboarder's dream to do what he loved. The son of missionaries living in Southeast Asia, ARC founder and president, Nathan Bemo was always looking for a place to skateboard, and if he could not find a place, he made a place. Starting American Ramp Company out of his garage nearly 20 years ago, it is Nathans passion for skateboarding and action sports that has positioned ARC as a world class designer and builder of action sports facilities. To this day, Nathan is very active in our design department simply because he loves designing obstacles and park layouts that skaters and bikers want to ride. ARC is the only action sports contractor in the world that offers every skate and bike park build method. This put ARC in the unique position to approach our customers as experts with solutions and not as a sales person that only has one agenda to push. We believe that every community has kids who are drawn to individual focused action sports over team sports. It is our mission to be a resource to any community who makes a commitment to invest in safe and fun infrastructure for skaters and bikers.

3) Provide a detailed description of the products and services that you are offering in your proposal.

- American Ramp Company is a turn key developer of action sports facilities. This includes the consultation, design, manufacturing, shipping, installation and service of all skatepark, bike park and trails options. NJPA members will have access to everything they could need when developing an action sports facility.

- 4) What are your company's expectations in the event of an award?
- American Ramp Company will continue to utilize NJPA as its primary procurement vehicle. Our Goal is to have one procurement option that we can present to our customers in every state. ARC is very comfortable with the NJPA contract and are confident that it is the best option to serve our customers.
- 5) Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters.
- Please see attached audited financial statements for the last two years, letter of credit from our financial institute, a letter from our bonding agent regarding our bonding capability, as well as a variety of reference letters from some of our customers.
- 6) What is your US market share for the solutions that you are proposing?
- Roughly 40% of projects in the US.
 - What is your Canadian market share, if any?
 - Over 50%
- 7) Has your business ever petitioned for bankruptcy protection? Please explain in detail.
- No
- 8) How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer whichever question (either a) or b) just below) best applies to your organization.
- a) If your company is best described as a distributor/dealer/reseller (or similar entity), please provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?
- b) If your company is best described as a manufacturer or service provider, please describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?
- ARC employs a captive sales force with eleven factory direct sales people whose sole focus is towards the sale of ARC products and services. These individuals cover the entire US and Canada collectively by spending 50% of their time in the field meeting directly with customers. ARC also has a department of business development specialists who spend 100% of their time developing new relationships by researching projects and calling potential customers and qualifying them for our Sales Team.
- 9) If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.
- ARC is registered to do business in all 50 US States as well as Canada. ARC also holds several contractors licenses throughout the US in States that require them. ARC ensures any subcontractor involved in a project meet all licensing requirements. ARC also holds business licenses in all City's that require us to do so before performing work.

10) Provide all "Suspension or Disbarment" information that has applied to your organization during the past ten years.

- N/A

11) Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.

- Action Sports Design
- Skate Parks
- Bike Parks
- Trails
- Pump Tracks

Industry Recognition & Marketplace Success

12) Describe any relevant industry awards or recognition that your company has received in the past five years.

- 2014/2015 ISPO Brand New award for Summer Sport Innovation
- 2014 Zloty Medal BUDMA Gold medal award for excellence in production design
- SPAUSA Member
- Product Innovation Spotlight
- Projects Featured in several trade Magazines
- Parks Featured by Skate Board Magazine
- Parks Featured in Parks & Recreation Magazine

13) Supply three references/testimonials from your customers who are eligible for NJPA membership. At a minimum, please include the entity's name, contact person, and phone number.

- City of Winston-Salem
William Royston
336-397-7908 ext. 7908
williamlr@cityofws.org
- City of New Roads
Robert Myer
225-638-5360
rmyer@cityofnewroads.net
- City of Girdwood/Municipality of Anchorage
Margaret Tyler
907-343-8373
TylerMS@ci.anchorage.ak.us

14) Provide a list of your top five governmental or educational customers (entity name is optional), including entity type, the state the entity is located in, scope of the projects, size of transactions, and dollar volumes from the past three years.

- Governmental – City
State of Utah
Design/Build of Concrete Skate Park and Asphalt Pump Track

8,812 Square Feet
\$ 270,000.00

- Governmental – City
State of California
Manufacture/Installation of Bike Park Equipment
Installed throughout a 120,000 Square Foot Bike Park Master Development Project
\$ 316,240.80
- Governmental – City
State of Missouri
Design/Manufacture/Installation of Pre-Cast Skate Equipment
9,840 Square Feet
\$ 303,500.00
- Governmental – City
Newfoundland and Labrador
Design/Manufacture and Installation of Pro Series Equipment
7,502 Square Feet
\$ 275,250.00
- Governmental – City
State of Louisiana
Design/Manufacture/Install of Pre-Cast Skate Equipment
7,824 Square Feet
\$ 350,000.00

15) Indicate separately what percentages of your sales are to the government and education sectors in the past three years?

- 98% - Government was 98% of sales including municipal, county and military governments.
- While we have done a few projects for school districts, rarely do agencies in education develop skate or bike parks.

16) List any state or cooperative purchasing contracts that you hold. What is the annual sales volume for each of these contracts over the past three years?

- Buy Board - \$88,700.00 – Annual Average
- PA Costars - \$30,000.00 – Annual Average
- State of New Jersey Purchasing Contract - \$75,050.00 – Annual Average
- National Joint Powers Alliance (NJPA) - \$ 843,137.00 – Annual Average

17) List any GSA contracts that you hold. What is the annual sales volume for each of these contracts over the past three years?

- American Ramp Company previously held a GSA contract but have not renewed since our recent contract expiration. Our team is currently working on several military projects and has been presenting NJPA as an option for these customers. We are considering getting GSA once again but would prefer to be able to focus on and offer NJPA for military customers.

Proposer's Ability to Sell and Deliver Service Nationwide

- 18) Describe your company's capability to meet NJPA Member's needs across the country. Your response should address at least the following areas.
- a) Sales force.
 - b) Dealer network or other distribution methods.
 - c) Service force.

Please include details, such as the locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employers (or employees of a third party), and any overlap between the sales and service functions.

- Our company is capable of assisting our customers through every level of park development all with our own in house team members. We employ a captive sales team which is structured to operate within designated regions throughout the US and Canada. At this time we have the following in house sales staff members:
 - Two In-house Sales Representatives for East Coast
 - Two In-house Sales Representatives for Central Region
 - Two In-house Sales Representatives for West Coast and International
 - Three In-house Sales Representatives for Canada
 - Two In-house Sales Representatives for all Bike Park and Trail Projects – PBR Product
 - Four In-house Business Development Team Members

At the sales level our team is actively working with over 3000 individual clients who are at different stages of project development. We attend every state parks and recreation conference and tradeshow to make ourselves available to our current customers and to develop new relationships. Nearly 50% of our sales team's time is spent on the road meeting with clients to advance the progress of their project.

We have non-exclusive relationships with many dealers who have customers that are interested in our services and products. Those dealers will ask that we assist them in providing action sports solutions for their customers since those recreation segments are outside their depth. Most of these dealer relationships are with Play Power dealers and reps which make the NJPA conversation very clean since they too have had an NJPA contract. Sales through these dealer relationships represent less than 10% of our total sales as most all of our project are worked factory direct through our captive sales force.

Customer service and warranty service is all handled completely in our office by our customer support and installation staff. The parks and recreation market is a very connected one so we understand the importance of the customer experience and want to control every aspect of that experience directly.

- 19) Describe in detail the process and procedure of your customer service program, if applicable. Please include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.
- While we are working on a project they have a person that is assigned from our company to stay in regular contact to make sure we are providing them with whatever it is they need to continue the success of moving their project to completion. We have a company standard that the "ball is in their court" meaning we never want to be responsible for holding up a project. Once a project is successfully

completed we take a proactive approach to that customer and project installation by contacting them at least twice a year to “check in” and make sure everything is going well and they are happy with the work that we did. This approach serves two purposes, customer satisfaction but also help maintain relationships for future work with the same client.

- 20) a) Identify any geographic areas of the United States that you will NOT be fully serving through the proposed contract.
b) Identify any NJPA Member sectors (i.e., government, education, not-for-profit) that you will NOT be fully serving through the proposed contract. Please explain your answer. For example, does your company have only a regional presence, or do other cooperative purchasing contracts limit your ability to promote another contract?
- We cover all of the United States and Canada. We have completed projects in all 50 states and in every Canadian Province. There is not an area that we cannot offer turnkey action sports solutions. While most of our project are government we are open to working with all segments for which NJPA members belong.
- 21) Define any specific contract requirements or restrictions that would apply to our Members in Hawaii and Alaska and in US Territories.
- There are no contract restrictions that we would have NJPA members in either Hawaii or Alaska. We have successfully completed dozens of projects between those two states.

Marketing Plan

- 22) If you are awarded a contract, how will you train your sales management, dealer network, and direct sales teams (whichever apply) to ensure maximum impact? Please include how you will communicate your NJPA pricing and other contract detail to your sales force nationally.
- Because our company has had an NJPA contract for some time, our leadership, sales, and support teams are very familiar with how the contract works and how to present it to customers. The NJPA contract is a major training item when we bring on new team members. Since our sales and customer service force is all in house we can very quickly communicate information to everyone who would need it.
- 23) Describe your marketing strategy for promoting this contract opportunity. Please include representative samples of your marketing materials in electronic format.
- American Ramp Company has a product catalog that is distributed to every municipality in the US and Canada. We also have our own production printer that we use to create custom catalogs and custom catalog proposals. We can print and distribute information regarding NJPA, using custom printed mailers and catalogs that emphasize how a customer can purchase from us using NJPA. We also advertise in trade publications and write articles concerning our particular industry; in these periodicals we have the ability to include NJPA when promoting our products. We go to nearly 60 tradeshows per year and display NJPA logo and information at each. Every quote we send out mentions the NJPA contract and our NJPA number.
- 24) Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.
- American Ramp Company operates multiple websites including all of the most popular social media outlets. All of our design proposals include a video fly though of the customer’s specific project using you-tube. This custom video can include the NJPA logo and even information regarding how to

procure through NJPA. At tradeshows, we use I-Pads to sign our customer up to our mailing and social media lists. Our Business Development Center uses an internet based predictive dialer to contact more than 500 potential customers throughout the US and Canada daily.

25) In your view, what is NJPA's role in promoting contracts arising out of this RFP? How will you integrate an NJPA-awarded contract into your sales process?

- NJPA staff has done a great job working with us when it comes to providing materials or support as we reach out to customers. We have been able to include NJPA in trade magazine articles and advertisements as well as partnering at tradeshows, including the National Park and Recreation show. Every customer that we work with is educated about the NJPA contract and how we believe it benefits their project and overall agency. We also include information about NJPA in every proposal and quote we send to a customer.

26) Are your products or services available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.

- We do not regularly use an e-procurement ordering systems.

Value-Added Attributes

27) Describe any product, equipment, maintenance, or operator training programs that you offer to NJPA Members. Please include details, such as whether training is standard or optional, who provides training, and any costs that apply.

- Once a project is complete our installation lead will go over regular preventative maintenance and operating instruction to park staff. This is something we do at no charge for our customers to make sure they feel comfortable with the work we did and the completed project. Because we have such extensive product warranties if a customer has a problem it is generally something we want to address directly.

28) Describe any technological advances that your proposed products or services offer.

- Being a leader in the action sports industry we are always looking for innovation but do so while staying true to our roots and the fundamentals that make our company and the sport successful. We have an in-house design team comprised of action sports participants so we literally have our pulse on the sport and what is being desired by the people that use facilities that we develop. As new technology comes available we look for ways to integrate it into what we do and how it may benefit our industry and the customers we serve. Most recent adoptions of technology include the use of drones for site mapping, 3D video software and 3-D printing capability to generate, scaled, real life conceptual products and park layouts. This use of technology also applies to our manufacturing and install process to look for ways to be more efficient and save money so our customers can get the best and most project for their budget.

29) Describe any "green" initiatives that relate to your company or to your products or services, and include a list of the certifying agency for each.

- At American Ramp Company, we take pride in our commitment to providing the highest quality projects possible. As a leader in the action sports industry we recognize that it is our responsibility to set an

example as an environmentally conscientious company. We have invested considerable time and resources identifying aspects of our business that we can alter in order to maximize our customer satisfaction while minimizing our environmental impact. American Ramp Company has always looked for ways to decrease our carbon foot print. We hold firm to the belief that focusing on building the highest quality, longest lasting skateparks will insure minimum environmental impact. By building skateparks right the first time we guarantee resources are not needlessly being used to replace or repair.

- Our industry did not have baseline environmental standards for that reason we took the lead to develop initiatives and with one other skatepark company founded Green Skate. As one of the founding members of Green Skate we have adopted a policy of evaluating environmental impact of every decision we make. Green Skate is an initiative set forth to create baseline standards for sustainability in the production of skateparks. Below are a few of the critical objectives of Green Skate.
 - (1) Green Skate Initiatives
 - ii) Use Recycled and Recyclable products. – Utilize resources that are recyclable and/or are composed of recycled materials.
 - iii) Practice Lean Manufacturing. - Identify any areas of waste and excess. Maximize efficiency and accuracy of work force, energy, and materials. Manufacture equipment when ordered so energy and materials are not being wasted on inventory storage.
 - iv) Seek Environmentally Sensitive Partners and Suppliers- Team up with vendors and business partners that are taking their own steps to protect our environment and natural resources. Seek out vendors and suppliers that are operationally proximal to avoid trucking raw materials over long distances.
 - v) Employee Culture. - Encourage employees to constantly evaluate their work processes and identify areas that can be improved to increase efficiency and environmental sustainability.
- ARC also employs LEED Accredited Individuals that help to keep focus on environmental sustainability.

30) Describe any Women or Minority Business Entity (WMBE) or Small Business Entity (SBE) accreditations that your company or hub partners have obtained.

- American Ramp Company does not currently hold WMBE accreditations, however we are identified as a Small Business Entity. We are currently in the process of obtaining our Minority Business Entity accreditation because the majority of our ownership is Native American.

31) What unique attributes does your company, your products, or your services offer to NJPA Members? What makes your proposed solutions unique in your industry as it applies to NJPA members?

- ARC offers turn-key solutions and uses no outside representation or third parties to assist in completing a project. Being the only true one stop shop for the Action Sports segment of the recreation industry we are able to serve our customers at every level of any project. This assistance spans all areas of project development including fundraising, community awareness and project development.

32) Identify your ability and willingness to provide your products and services to NJPA member agencies in Canada.

- About 25% of our projects are in Canada. We have rep relations with a company in Quebec, and the rest of Canada we market to and sell factory direct. With an operations manager that is based in Ontario and multiple sales people focused on the Canadian market we have quickly become the number one skatepark company in Canada.

- Form A

PROPOSER QUESTIONNAIRE- General Business Information
(Products, Pricing, Sector Specific, Services, Terms and Warranty are addressed on **Form P**)



NOTE: Questions regarding Payment Terms, Warranty, Products/Equipment/Services, Pricing and Delivery, and Industry Specific Items are addressed on Form P.

Signature: _____

Matthew J. Ogden

Date: _____

2.27.17

Form B



PROPOSER INFORMATION

Company Name: American Ramp Company

Address: 601 S. McKinley Avenue

City/State/Zip: Joplin, MO 64801

Phone: 417-206-6816 Fax: 417-206-6888

Toll-Free Number: 800-949-2024 E-mail: heather@americanrampcompany.com

Website Address: www.americanrampcompany.com

COMPANY PERSONNEL CONTACTS

Authorized signer for your organization

Name: Heather Ogden

Email: heather@americanrampcompany.com Phone: 417-206-6816 ext. 164

The person identified here must have proper signing authority to sign the "Proposer's Assurance of Compliance" on behalf of the Proposer.

Who prepared your RFP response?

Name: Heather Ogden Title: Contract Manager

Email: heather@americanrampcompany.com Phone: 417-206-6816 ext. 164

Who is your company's primary contact person for this proposal?

Name: Heather Ogden Title: Contract Manager

Email: heather@americanrampcompany.com Phone: 417-206-6816 ext. 164

Other important contact information

Name: Jonathon Hunter Title: Vice President

Email: john@americanrampcompany.com Phone: 417-206-6816 ext. 103

Name: Nathan Bemo Title: President

Email: nathan@americanrampcompany.com Phone: 417-206-6816 ext. 118

Form C

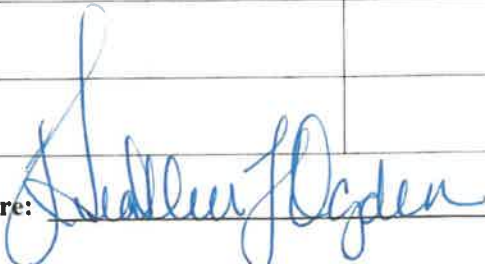
**EXCEPTIONS TO PROPOSAL TERMS, CONDITIONS,
AND SOLUTIONS REQUEST**



Company Name: American Ramp Company, Inc.

Any exceptions to the terms, conditions, specifications, or proposal forms contained in this RFP must be noted in writing and included with the Proposer's response. The Proposer acknowledges that the exceptions listed may or may not be accepted by NJPA or included in the final contract. NJPA will make reasonable efforts to accommodate the listed exceptions and may clarify the exceptions in the appropriate section below.

| Section/page | Term, Condition, or Specification | Exception | NJPA ACCEPTS |
|--------------|-----------------------------------|---------------------|--------------|
| N/A | N/A | No Exceptions Taken | |
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Proposer's Signature: 

Date: 2.27.17

NJPA's clarification on exceptions listed above:

Contract Award
RFP #030117



FORM D

Formal Offering of Proposal
(To be completed only by the Proposer)

RECREATION AND PLAYGROUND EQUIPMENT, ACCESSORIES, AND SUPPLIES

In compliance with the Request for Proposal (RFP) for RECREATION AND PLAYGROUND EQUIPMENT, ACCESSORIES, AND SUPPLIES, the undersigned warrants that the Proposer has examined this RFP and, being familiar with all of the instructions, terms and conditions, general and technical specifications, sales and service expectations, and any special terms, agrees to furnish the defined products and related services in full compliance with all terms and conditions of this RFP, any applicable amendments of this RFP, and all Proposer's response documentation. The Proposer further understands that it accepts the full responsibility as the sole source of solutions proposed in this RFP response and that the Proposer accepts responsibility for any subcontractors used to fulfill this proposal.

Company Name: American Ramp Company Date: 2-27-17

Company Address: 601 S. McKinley Avenue

City: Joplin State: MO Zip: 64801

Contact Person: Heather Ogden Title: Sr. Project Manager/Estimator

Authorized Signature: *Heather Ogden*, Heather L. Ogden
(Name printed or typed)

PROPOSER ASSURANCE OF COMPLIANCE



Proposal Affidavit Signature Page

PROPOSER'S AFFIDAVIT

The undersigned, authorized representative of the entity submitting the foregoing proposal (the "Proposer"), swears that the following statements are true to the best of his or her knowledge.

1. The Proposer is submitting its proposal under its true and correct name, the Proposer has been properly originated and legally exists in good standing in its state of residence, the Proposer possesses, or will possess before delivering any products and related services, all applicable licenses necessary for such delivery to NJPA members agencies. The undersigned affirms that he or she is authorized to act on behalf of, and to legally bind the Proposer to the terms in this Contract.
2. The Proposer, or any person representing the Proposer, has not directly or indirectly entered into any agreement or arrangement with any other vendor or supplier, any official or employee of NJPA, or any person, firm, or corporation under contract with NJPA, in an effort to influence the pricing, terms, or conditions relating to this RFP in any way that adversely affects the free and open competition for a Contract award under this RFP.
3. The Proposer has examined and understands the terms, conditions, scope, contract opportunity, specifications request, and other documents in this solicitation and affirms that any and all exceptions have been noted in writing and have been included with the Proposer's RFP response.
4. The Proposer will, if awarded a Contract, provide to NJPA Members the /products and services in accordance with the terms, conditions, and scope of this RFP, with the Proposer-offered specifications, and with the other documents in this solicitation.
5. The Proposer agrees to deliver products and services through valid contracts, purchase orders, or means that are acceptable to NJPA Members. Unless otherwise agreed to, the Proposer must provide only new and first-quality products and related services to NJPA Members under an awarded Contract.
6. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
7. The Proposer understands that NJPA will reject RFP proposals that are marked "confidential" (or "nonpublic," etc.), either substantially or in their entirety. Under Minnesota Statute §13.591, Subd. 4, all proposals are considered nonpublic data until the evaluation is complete and a Contract is awarded. At that point, proposals generally become public data. Minnesota Statute §13.37 permits only certain narrowly defined data to be considered a "trade secret," and thus nonpublic data under Minnesota's Data Practices Act.
8. The Proposer understands that it is the Proposer's duty to protect information that it considers nonpublic, and it agrees to defend and indemnify NJPA for reasonable measures that NJPA takes to uphold such a data designation.

[The rest of this page has been left intentionally blank. Signature page below]

By signing below, Proposer is acknowledging that he or she has read, understands, and agrees to comply with the terms and conditions specified above.

Company Name: American Ramp Company, Inc.

Address: 601 S. McKinley Avenue

City/State/Zip: Joplin, MO 64801

Telephone Number: 417-206-6816 x 164

E-mail Address: heather@americanrampcompany.com

Authorized Signature: *Heather Ogden*

Authorized Name (printed): Heather Ogden

Title: Sr. Project Manager/Estimator

Date: 2.27.17

Notarized

Subscribed and sworn to before me this 27th day of February, 20 17

Notary Public in and for the County of Jasper State of Missouri

My commission expires: August 17th, 2018

Signature: *Vicky Hatfield*

VICKY LYN HATFIELD
Notary Public - State of Missouri
My Commission Expires August 17, 2018
Jasper County
Commission #14629608



Form P

PROPOSER QUESTIONNAIRE

Payment Terms, Warranty, Products and Services, Pricing and Delivery, and Industry-Specific Questions

Proposer Name: American Ramp Company, Inc.

Questionnaire completed by: Heather Ogden and Jonathon Hunter

Payment Terms and Financing Options

- 1) What are your payment terms (e.g., net 10, net 30)?
 - Net 30. An invoice is sent once the product is shipped.
- 2) Do you provide leasing or financing options, especially those options that schools and governmental entities may need to use in order to make certain acquisitions?.

- ARC has partnered with National Cooperative Leasing (NCL) to offer NJPA members a complete suite of finance solutions. NCL is a current NJPA financing contract holder (#032615-NCL) and is an industry expert in municipal financing solutions. NCL will offer leasing terms from 12-120 months on transactions from \$5,000.00 and up. Traditional leasing and financing programs will be offered along with programs specifically designed for schools and governmental entities including Tax-Exempt Municipal Leases and a Purchase Order Only program.

There is no ownership, common ownership, or control between ARC and NCL.

- 3) Briefly describe your proposed order process. Please include enough detail to support your ability to report quarterly sales to NJPA. For example, indicate whether your dealer network is included in your response and whether each dealer (or some other entity) will process the NJPA Members' purchase orders.
 - NJPA members will issue purchase orders directly to American Ramp Company with the NJPA contract number included on the PO. ARC will then enter the sale as an NJPA sale in their sales tracking system which is used to create, manage and report quarterly to NJPA.
- 4) Do you accept the P-card procurement and payment process? If so, is there any additional cost to NJPA Members for using this process?
 - Yes, we will work with our customers in any way needed to make the procurement process meet their needs. There is no additional cost to NJPA members for using this process.

Warranty

- 5) Describe in detail your manufacturer warranty program, including conditions and requirements to qualify, claims procedure, and overall structure. You may include in your response a copy of your warranties, but at a minimum please also answer the following questions.
- American Ramp Company offers the longest and most extensive warranty in the industry. All of our products come with a warranty at no cost to the customer. If any issue arises with the product the customer need only notify either the Skatepark specialist that worked with them throughout their project or our customer service/installation coordinator. Typically we ask that our customer send pictures of the product so we can decide the best course of action to address the issue. Once this information is received a factory install/customer service crew is dispatched to do any warranty work. Because our Skatepark Specialists are in regular contact with all existing customers we proactively check in to make sure the park has no issues. This single contact system is ideal for our customers because if there is a problem they know who to contact and that they will be taken care of. We currently have zero outstanding warranty claims.
 - Do your warranties cover all products, parts, and labor?
 - Yes, our warranty typically covers all materials and labor.
 - Do your warranties impose usage restrictions or other limitations that adversely affect coverage?
 - Repairs required by neglect, abuse, accident, vandalism, use of products other than the intended purpose, and acts of nature or God are not warranted. The warranty does not cover any modifications, additions, or changes to the equipment unless approved in writing by American Ramp Company.
 - Do your warranties cover the expense of technicians' travel time and mileage to perform warranty repairs?
 - Because we have multiple crews that are mobilized throughout the US and Canada we can very quickly respond to any warranty issues. Since these crews are already in the region we do not charge our customers for any travel expenses.
 - Are there any geographic regions of the United States for which you cannot provide a certified technician to perform warranty repairs? How will NJPA Members in these regions be provided service for warranty repair?
 - We cover all regions and have crews that can perform warranty work in all regions of the US and Canada.
 - Will you cover warranty service for items made by other manufacturers that are part of your proposal, or are these warranties issues typically passed on to the original equipment manufacturer?
 - Our warranty extends as applicable to any product or service that is listed under our contract, including any product that we would offer by others.
 - What are your proposed exchange and return programs and policies?
 - An exchange program is not offered, if something is wrong or a customer is unsatisfied with a product our warranty covers that item and we replace it at no cost to the customer. There is

a 30% restocking fee if a customer wants to return a park. All of the shipping and logistics are handled through our office and often carried by our crews.

6) Describe any service contract options for the items included in your proposal.

- Our products have an industry leading warranty and are manufactured to be as maintenance free as possible. Because of this, there is little need to have any type of service or maintenance contract.

Pricing, Delivery, Audits, and Administrative Fee

7) Provide a general narrative description of the equipment/products and related services you are offering in your proposal.

- American Ramp Company is offering design, consultation and construction services for action sports park development including but not limited to skateparks, bike parks, trails, pump tracks and bicycle playgrounds. Our services include all aspects of the project execution including shipping, installation and service. NJPA members will be able to procure all types of action sports equipment and services at a price far more competitive than the market.

8) Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the NJPA discounted price) on all of the items that you want NJPA to consider as part of your RFP response. Provide a SKU for each item in your proposal. (Keep in mind that reasonable price and product adjustments can be made during the term of an awarded Contract. See the body of the RFP and the Price and Product Change Request Form for more detail.)

- Each individual component will be listed using line item pricing. All pricing that is being extended to NJPA members is factory direct pricing, which means no middle man mark up. This factory direct relationship automatically saves the 20-30% commissions that would typically be applied. Also we are offering an additional 7% discount off of the factory direct pricing, giving NJPA members access to pricing lower than any other pricing in the market, published or un-published. Individual SKU's are listed on the NJPA Price List

9) Please quantify the discount range presented in this response. For example, indicate that the pricing in your response represents is a 50% percent discount from the MSRP or your published list.

- Most of our customer interaction is factory direct, and this will be the same in the case of an NJPA sale this means that our list price is manufacturer direct pricing and does not have the 30% marked up MSRP when working through a third-party rep agency. That factory direct pricing is then discounted an additional 7% to NJPA members meaning NJPA members are receiving the best possible price for our products and services.

10) The pricing offered in this proposal is

- _____ a. the same as the Proposer typically offers to an individual municipality, university, or school district.
- _____ b. the same as the Proposer typically offers to GPOs, cooperative procurement organizations, or state purchasing departments.

- c. better than the Proposer typically offers to GPOs, cooperative procurement organizations, or state purchasing departments.
- d. other than what the Proposer typically offers (please describe).

11) Describe any quantity or volume discounts or rebate programs that you offer.

- There are no quantity or volume discounts or rebate programs offered at this time.

12) Propose a method of facilitating “sourced” products or related services, which may be referred to as “open market” items or “nonstandard options”. For example, you may supply such items “at cost” or “at cost plus a percentage,” or you may supply a quote for each such request.

- Our objective in this RFP response is to provide a turn-key solution by including all conceivable aspects of a skatepark/bike park or pump track project under this contract. Items like installation, sound dampening material, etc. will have percentage cost pricing.
- For anything that is not specifically called out in our price list we can provide as many quotes that are reasonable and necessary

13) Identify any total cost of acquisition costs that are **NOT** included in the pricing submitted with your response. This cost includes all additional charges that are not directly identified as freight or shipping charges. For example, list costs for items like installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.

- Our response covers all components typically associated with our projects. There are no additional Acquisition costs.

14) If delivery or shipping is an additional cost to the NJPA Member, describe in detail the complete shipping and delivery program.

- Once the complete product package is determined our shipping department gets competitive rates from our shipping partners. Because we are based in the center of the US and ship a lot of freight we are able to provide very cost effective shipping solutions.

15) Specifically describe those shipping and delivery programs for Alaska, Hawaii, Canada, or any offshore delivery.

- In the instance of Hawaii and Alaska we ship to the port and have the products sent by boat. Shipping to most regions of Canada are the same procedure as shipping to the US. None of these logistic are the responsibility of the customer. These types of shipments are common practice for us as we do a lot of international business.

16) Describe any unique distribution and/or delivery methods or options offered in your proposal.

- Our team has shipped and installed projects in nearly 40 countries and every environment so unique to us is a relative term. To date we have been able to comply with customer requests in any situation that we have encountered and intend to continue that trend. We don't offer any specifically unique distribution or delivery methods.

17) Please specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed Contract with NJPA. This process includes ensuring that NJPA Members obtain the proper pricing, that the Vendor reports all sales under the Contract each quarter, and that the Vendor remits the proper administrative fee to NJPA.

- Any time an order is received, our contract manager, Heather Ogden thoroughly goes through the order to verify all information on the order is received correctly. Once she reviews the order she has a system in place to log all order information including which purchasing program is used to place the order, the amount of the order, the series that is ordered, the customer information and the date. She also keeps individual reports for each purchasing program where the data is entered as well. For our current NJPA contract, this report is the spreadsheet that was sent to us by NJPA to report our sales. All information is then saved in our CRM program in the customers' information. At the end of each quarter all sales are verified on the sales report, and the administrative fee is issued for the projects that are completed.

18) Identify a proposed administrative fee that you will pay to NJPA for facilitating, managing, and promoting the NJPA Contract in the event that you are awarded a Contract. This fee is typically calculated as a percentage of Vendor's sales under the Contract or as a per-unit fee; it is not a line-item addition to the Member's cost of goods. (See RFP Section 6.29 and following for details.)

- American Ramp Company believes that a 2% administrative fee to NJPA of the overall sale is a fair fee to pay for the facilitation, management and promotion of the NJPA contract and is consistent with other purchasing contracts that we have utilized.

Industry-Specific Questions

19) Of the following main categories, identify those in which you provide solutions: playground, recreation, aquatic/beach, and/or ice arena.

- Recreation

20) If your RFP offering better fits within a sub-category not identified in the preceding question, identify the subcategory using the list provided in the scope section of this RFP (Sec. 3.17.1.1).

- Skate park Solutions
- Trails and related solutions



Form P

PROPOSER QUESTIONNAIRE

Payment Terms, Warranty, Products and Services, Pricing and Delivery, and Industry-Specific Questions

21) Rank any subcategories you fit into (e.g., 1-5) based on how strongly you are positioned within each.

- 1 – Skate Park Solutions
- 2 – Trail and Related Solutions
- 3 – Recreation

22) Specifically describe any manufacturing processes or material specification-related attributes that differentiate your offering from your competitors.

- There are many products that we offer that are unique to our company including modular pump tracks (3 different build methods) and Bicycle Playgrounds.

23) Describe any serviceability attributes that your offered solutions contain. Please indicate which of these attributes are considered “industry-expected attributes” and which you believe are “vendor differentiators.”

- Our goal is to be the best single resource we can be to our customers. The development of any project has its challenges and even more so when it is in a specialty field like action sports, where most people have little to no experience. Early on we do our best to identify things that could create potential issues and then work to eliminate them. The products that we provide are engineered and manufactured with the goal that the customer will have as little issues as possible over the life of the facility. Our warranties are structured in a way that if something needs to be taken care of that it is our responsibility. The commitment that we have to our customers and products means that we must be able to respond as quickly and efficiently as possible, for this reason we keep virtually every operation in house and are not relying on third party contractors to insure customer satisfaction.

Signature: _____

A handwritten signature in blue ink, appearing to read 'Michael J. Dwyer', is written over a horizontal line.

Date: _____

2.27.17