

# City of Fayetteville

Michael Whisenant, Mayor  
Dorothy Small, Vice Mayor  
Scott Collins, City Administrator



Alderman:  
Jeff Alder  
Tonya Allen  
Danny Bryant  
Donna Hartman  
Rachael Martinez

Phone (931) 433-6154  
Fax (931) 433-2557

*"Where Tradition Meets Tomorrow"*

110 Elk Avenue South Fayetteville, TN 37334 [www.fayettevilletn.com](http://www.fayettevilletn.com)

## **REQUEST FOR PROPOSALS RECREATION AND AQUATIC CENTER FEASIBILITY STUDY CITY OF FAYETTEVILLE, TN April 8, 2019**

### **INSTRUCTIONS AND CONDITIONS**

No RFP proposal will be considered for award unless submitted in the bid format described in this RFP and must be fully complete and executed. Bidders shall send one (1) signed original and three (4) copies of the completed proposals which will include a copy of this RFP attached to the front of the proposal, with appropriate responses included.

Each bid proposal must be submitted in a sealed envelope addressed to City of Fayetteville, City Administrator, 110 Elk Avenue S, Fayetteville, TN 37334, and delivered prior to the time and date specified in this document. Each sealed envelope containing a RFP proposal must have, on the outside, the name of the bidder, bidder's address and the statement "DO NOT OPEN UNTIL THE TIME OF BID OPENING" and in addition, must be plainly marked on the outside as follows:

RFP: Recreation and Aquatic Center Feasibility Study  
Filing Deadline: April 25, 2019 by 2 p.m. CST

Proposals shall be received as set forth in the advertisement. Proposals received after the filing deadline will be returned unopened. The opening of any proposal shall NOT be considered as acceptance of the proposal as a responsive proposal.

Attention of bidders is especially directed to the specifications which, in addition to the bid proposal and these instructions, are basis for evaluation and will be part of any agreement with the successful bidder. Any deviations from the specifications in this notice shall be proper reason for rejection of all or any part of the bid proposal.

The City reserves the right to reject or accept any or all bids or parts thereof, and to accept or reject the alternatives, individually or jointly, for any reason. The City reserves the right to consider any minor deviations from the specifications and determine the acceptance or rejection of such deviation.

The City reserves the right to modify this Request for Proposal (RFP) at any time. In the event it becomes necessary to modify or revise the RFP, a written amendment or addenda issued by the City Administrator is the only method which should be relied on with respect to changes to the RFP. Bidder is responsible to contact City of Fayetteville City Administrator prior to submitting

a bid to determine if any amendments were made to the RFP. Documents, amendments, addenda, etc. will be posted to the City of Fayetteville, TN website at <http://www.fayettevilletn.com> on the front page under the tab “News & Announcements” under the heading “RFP – Recreation & Aquatics Center Feasibility Study.”

All inquiries should be submitted in writing per the process described in this document. Questions and suggestions concerning the RFP must be submitted in writing no later than 2:00 P.M. Wednesday, April 17, 2019. Written questions or inquiries should be e-mailed, mailed or faxed to:

Scott Collins, City Administrator  
City of Fayetteville  
110 Elk Avenue S  
Fayetteville, TN 37334  
[scollins@fayettevilletn.com](mailto:scollins@fayettevilletn.com)  
FAX: 931-433-2557

Proposals will be evaluated by the City. If a bid proposal is found to be incomplete or not in compliance with the format required, it will not be submitted for evaluation. During the evaluation process, the City may find it beneficial to request additional information.

Any proposal may be withdrawn at any time prior to the hour fixed for the opening, provided that a request in writing executed by the proposer or his/her duly authorized representative, for the withdrawal of such proposal is filed with the City Administrator. The withdrawal of a proposal shall not prejudice the right of a proposer to file a new proposal prior to the time and date established for the opening. After the expiration of the time and date for receipt of proposals, a proposal may not be withdrawn or altered.

The City reserves the right to seek supplementary information from any proposer at any time after official proposal opening and before the award. Such information will be limited to clarification or amplification of information asked in the original proposal.

## **REQUEST**

The City of Fayetteville is requesting proposals from qualified consulting firms to conduct a Needs Assessments and Feasibility Study. The study will enable the City of Fayetteville and the surrounding community to determine how to proceed with planning, funding and creating a multi-generational Recreation and Aquatic Center that will meet both the current needs and anticipated growth and development. The study will consist of a market analysis, financial analysis, cost analysis of each component, operations and programming pro forma, and recommendations for management structure.

## **BACKGROUND INFORMATION**

Fayetteville is in Lincoln County, TN, and is the home to approximately 6,993 residents (per 2017 U.S. Census Bureau). Located in the center of the county, it is the county seat, and is 30 miles north of the Huntsville, AL Metropolitan area and 87 miles south of the Nashville, TN Metropolitan area. The current population of Lincoln County is approximately 33,751 residents (per 2017 U.S. Census Bureau). Fayetteville is one of the most picturesque areas of Southern Middle Tennessee. Chartered in 1809, Fayetteville is a charming community with a number of attractive qualities. We feature one of the most beautiful and economically vibrant downtown courthouse squares in Tennessee. This area is certified by the State of Tennessee as an official

Main Street District and is anchored by a classic sidewalk theatre featuring the newest movie releases, as well as a host of antique and specialty shops, unique dining experiences and several distinctive clothing stores. Fayetteville is a small town with big ideas.

## **PROJECT HISTORY**

In 2008, the residents in Fayetteville explored the idea of building a Recreation Center. Contracting with an engineering firm, the City of Fayetteville started developing a “General Plan” for Parks and Recreation that included the need for a recreation center. Several town hall meetings were conducted, and resident feedback indicated they were interested in a Recreation Facility that included Aquatic features. However, due to the national recession, the study was discontinued.

## **COMMUNITY REQUESTS**

In 2018, renewed interest in conducting an updated feasibility study was initiated by the Parks and Recreation Standing Committee of the Board of Mayor and Aldermen. During visits of various facilities by the Committee, the following wish list was developed. The use of these components must be maximized with the size and type of facility. These components must have proper security. It is expected that a marked analysis will add or remove some items from this list.

- An indoor swimming pool with multi-purpose use of competition, exercise, and recreation.
- Family changing rooms with separate Men’s and Women’s Locker rooms.
- Party rooms for birthday parties and other types of events.
- A teen center room/area.
- A child watch center.
- Full-size basketball/volleyball/pickleball courts.
- Multi-purpose rooms for dance/gymnastics/yoga/spin cycle studios.
- Multi-purpose rooms for crafts/art/classes/meetings.
- An exercise room that includes a variety of modern machines and free weights.
- Integrated quiet spaces.
- Area for retail goods and/or food and beverage sales.
- Racquetball courts.
- A kitchen facility.
- Game/TV room (large enough for billiards and darts).
- A walking/running track (indoor/outdoor).
- Equipment and facilities that accommodate the Special Needs/Handicap patron.
- Outdoor tennis courts.
- An outdoor splash pad.

## **PROJECT SCOPE**

The City of Fayetteville recognizes that there is a lack of recreation facilities within the community. A Recreation Center, used primarily as small event venue and exhibit hall, is located on Winchester Highway. Various outdoor recreation opportunities are available in the City of Fayetteville, but indoor community facilities are limited. It is the belief of the City that a new Community Center is a much-needed amenity in Fayetteville and surrounding communities. The top named community amenity desired by respondents to the 2008 Community Survey is some form of community recreation facility.

The objectives for the study are as follows:

- Engage the community and conduct necessary research and analysis to identify and evaluate community need for a Center, including evaluating current recreational facilities in and around the Fayetteville community and determining the geographic draw area of the Center.
- Assess partnership opportunities, including identification of collaborative partners in the public, private and not-for-profit sectors, and how such partnerships impact the funding and operation of a Center.
- Determine if existing buildings that may be available could be modified to meet the recreational needs of a Center in a cost efficient manner.
- Determine several scoping options regarding facility, program, facility size, features and amenities. Scoping options should include a range from a comprehensive community/recreation center including most of the wish list, to a minimal center with basic features with two or three other scoping options in between.
- Prepare cost estimates for each scoping broken down by features.
- Prepare an operating pro forma detailing anticipated center programming issues and costs for several programming options, considering viable partnership opportunities.
- Prepare an operating pro forma detailing anticipated operational and maintenance issues and costs for several operations and maintenance options, considering viable partnership opportunities.
- Evaluate potential sites and provide recommendations and options regarding a suitable site for a Center (a minimum of three sites).
- Recommend and detail possible funding mechanisms and partnerships to build, operate and maintain a Center, including but not limited to utilization of new taxing bodies.
- A final report and presentation to the City, including a work session with the Board of Mayor and Aldermen.

## **EXPERIENCE**

Provide a general description of the range of relevant activities performed by your firm. Details should provide the following:

- Experience with recreation-related public surveys and public outreach.
- Experience in benchmarking against other successful, financially sustainable recreation programs.
- Demonstrated knowledge of funding tools available to city recreation programs (i.e. special district and/or general fund, etc.).
- Experience in evaluating and establishing recreation programs.
- Experience in recreation program management.
- Experience with municipal budgeting.

- Experience in demonstrating how recreation can support economic development and be incorporated into overall City planning.

## **UNDERSTANDING AND METHODOLOGY**

In their proposals, Consultants must demonstrate an understanding of the business of recreation, the importance of strategic goals, and the ability to develop a business plan and determine the best options for the City. Consultants must demonstrate a solid understanding of what types of programs are typically funded by a dedicated city recreation budget.

Consultant should provide details on the approach and methodology it proposes for the scope of work detailed in this Request for Proposal. Consultant should include the organization of project personnel and any assistance needed from outside sources.

## **INFORMATION TO BE SUBMITTED**

Firms replying to this Request for Proposal are required to submit relevant information that will be used in the evaluation process. Submittals shall, at a minimum, have the following information:

1. Cover Letter (maximum of one page) - The cover letter shall be signed by an official authorized to bind the firm.
2. Company Overview (3 pages or less) - Identify the geographic location(s) of the firm, including principal, satellite, and subconsultant/subcontractor offices, which would be responsible for providing services to the City of Fayetteville. Provide a description of the overall capabilities of each office as it relates to this RFP.
3. Key Personnel – The proposal shall include an organizational structure of the firm’s team that will participate in the process. Include office locations and all pertinent contact information. Identify key personnel who will participate in the process, including the nature and level of their involvement. (No more than 5 pages. Full resumes may be added in an appendix but should be limited to one page.)
4. Experience – List three projects that demonstrate the prime firm’s ability to undertake the work for which they are competing. The projects selected should have a relative scope and scale as compared with the proposed project. Provide contact information for personnel and references/clients associated with completed projects.
5. Timeline- A project schedule and name of personnel assigned to each step in the project.
6. Methodology- A detailed description of your approach and the methodology proposed for the project, including a preliminary list of potential public, private, and not for profit partners to be engaged as part of the assessment.
7. Cost - A detailed cost proposal for the various tasks to be performed will be negotiated with the successful bidder. The cost proposal will be comprehensive and include all costs including consultant fees, mileage and production costs.

## **EVALUATION PROCESS**

All written proposals received at the Fayetteville Municipal Building by the deadline will be reviewed by City staff and the Parks and Recreation Standing Committee. One or more finalists may be invited to an interview after the proposals have been reviewed. Following the individual evaluation, the evaluation team will meet to compare rankings. Highly ranked proposers may be interviewed at the discretion of the City. Following the interview, scores may be adjusted, and the highest ranked team will win the award. The scope of work and project schedule will be finalized in consultation with the selected firm. The City reserves the right to award single or

multiple contracts in the best interest of the City. The City also reserves the right to seek clarifications of each proposal.

The evaluation criteria may include but not limited to the following considerations:

- a. Firm experience and credentials (10%)
- b. Past experience specific to recreation center master plans in the past 5 years (25%)
- c. Past experience with the City of Fayetteville (20%)
- d. Qualifications and availability of staff (20%)
- e. References (5%)
- f. Project approach (20%)

### **PROJECT TIMELINE:**

Questions due to City by April 17, 2019

RFP due to city by April 25, 2019

Interview with selected firms (if necessary) April 29 – May 3, 2019

Award Contract May 14, 2019

### **QUESTIONS**

To insure all proposing firms, receive the same information, questions on this project will only be accepted through e-mail. Questions should be emailed to [scollins@fayettevilletn.com](mailto:scollins@fayettevilletn.com). All questions will be shared along with the answers from City staff and Committee so that all interested parties can review the questions and answers. The name of the firm and person asking each question will be removed before sharing. The deadline for questions will be April 17, 2019 at 4:00 p.m. CST.

### **CANCELLATION**

The City reserves the right to cancel this Request for Proposal at any time. The City reserves the right to waive minor informalities or discrepancies contained in any proposal.

### **EXPENSES**

Proposers responding to this RFP do so solely at their expense and the City is not responsible for any Proposer's expenses associated with responding to this RFP. The Proposer's billable time will start after the signing of the contract to perform the work.

