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**TOWN OF OAK ISLAND, NC  
EXECUTIVE & PROFESSIONAL  
RECRUITMENT SERVICES RFP**

**For**

**TOWN MANAGER SEARCH**

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**FEBRUARY 22, 2024**

## REQUEST FOR PROPOSALS (RFP)

**Search Committee Contact:** S. Elizabeth White, Mayor  
**Email Address:** [mayorwhite@oakislandnc.gov](mailto:mayorwhite@oakislandnc.gov)  
**Phone:** (828) 352-8708

Proposals must be received no later than **2:00 pm** EDT on **April 4, 2024**, *Proposals received after this date and time will not be considered for award.*

**The Town of Oak Island requests two (2) hard copies and one (1) electronic copy (via thumb drive) for proposals submitted.**

Mail your RFP Response to:

Mayor S. Elizabeth White  
Town of Oak Island  
4601 E. Oak Island Drive  
Oak Island, NC 28465

Only proposals sent to Mayor White will be considered as responsive to the request for proposals. Proposals sent to any other person or address may be considered as non-responsive and may not be reviewed.

The RFP Project name **must be noted** in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

RFP Title: Town Manager Recruitment Services

All proposals will be held, unopened, until the time and date noted in the RFP documents or posted addenda.

### I. Introduction

The Town of Oak Island's Mayor and Town Council are soliciting proposals from qualified and experienced professional search firms to provide recruitment services for a successful and experienced executive level Town Manager. The intent of this request for proposals (RFP) is to partner with one or more recruiting firms that will provide high-quality service, delivering highly qualified candidates for the Town to consider.

The Town of Oak Island is a coastal paradise situated on the southern end of Brunswick County and the State's picturesque coastline. Both island and mainland properties comprise the island proper with approximately 20 square miles, both developed and undeveloped, offering nearly 10 miles of beautiful beach. Just under 10,000 full-time residents call Oak Island home. During summer vacation months, our population swells to as many as 60,000.

Over the last few years, Oak Island has experienced unprecedented growth. Originally incorporating in 1999 as a result of the merger of the Towns of Long Beach and Yaupon Beach, in 2024 we will celebrate our 25<sup>th</sup> anniversary. Managed growth and pace of

development are primary concerns among residents as we develop strategic plans for the future.

The Town of Oak Island currently employs a staff of 153 full-time and 54 part-time employees who are managed by the Town Manager. The Town Manager oversees and supports the following Departments, each of which are led by Department Directors:

Administration	Fire Department
Public Information/Communications	Police Department
Development Services	Public Utilities
Economic Development	Public Works
Finance	Recreation Department
Par 3 Golf Course	Storm Water Department
Ocean Event Center & Pier	

## **II. The Government of the Town of Oak Island**

Oak Island is a Dillon's Rule Municipality that is self-governed under the State of North Carolina Constitution. The Town operates under a Council-Manager form of government with five elected officials on the Council, and an elected Mayor. Under this form of government, the Town Council sets the policies for the operation of the Oak Island government while the council-appointed Town Manager executes policy and has administrative oversight of Town operations.

The Town has a total 2023 budget of just under \$50 million.

## **III. Services Required**

Oak Island is seeking qualified and experienced professional search firms to provide recruitment services for a new Town Manager. Experience in the municipal and executive sector is desired. The intent of this RFP is to partner with one or more firms to provide high quality service, delivering highly qualified candidates for the Council to consider.

Desired recruitment services include but are not limited to:

- Meet with the Mayor and Town Council to obtain information regarding expectations, challenges, requirements, and responsibilities of the search firm.
- Spearhead a direct national networking campaign to attract top talent, executing the advertising plan. This may include local, in-state, regional and national elements in priority order, as determined during initial meetings with the Town.
- Contact known potential candidates to encourage application.
- Outreach to others in similar positions for either application or referral of potential applicants.
- Accept all applications.
- Review and rate applicants against designated criteria provided by Oak Island.

- Screen applicants, including face-to-face or video conference with final candidate(s). Screening to include background, criminal and credit checks, references, and social and other media checks to ensure finalists have backgrounds of the highest integrity.
- Deliver the applications of the top recommended candidates to be reviewed and interviewed.
- Coordinate and schedule candidate interviews with Town.
- Manage recruitment throughout the process.

The Town may propose additional tasks along the way as deemed necessary. Any additional services shall be compensated as agreed upon in the resulting contract between the Town and the selected search firm.

#### **IV. Minimum Qualifications**

A minimum of five years with experience in the professional recruiting field.

A proven history of engagements of similar size and scope, with other government public sector clients, preferably in North Carolina.

#### **V. Proposal Content**

At a minimum, the proposal must include the following information to be considered for the engagement. For ease of review, each requirement should be addressed separately.

##### ☐ **Cover Letter**

The cover letter, which will be considered an integral part of the proposal package, in the form of a standard business letter, must be signed by an individual authorized to bind the proposer contractually. This cover letter must indicate the signer is so authorized and must indicate the signer's title or position. An unsigned proposal will be rejected. The cover letter must also include a statement that the proposal meets all requirements of this RFP, and that the offer tendered by the proposal will remain in full force and effect until and may be accepted by the Town at any time prior to 60 days beyond the deadline for submittal.

##### ☐ **Statement of Minimum Qualifications**

Proposers must complete and return the Minimum Qualifications Certification in the form contained in Appendix A.

##### ☐ **References**

Provide at least three (3) references from prior engagements of similar size and scope of the services being requested by the Town. Reference checks will be conducted for each finalist.

List the most significant engagements performed in the last three (3) years that are similar to the engagement listed in this RFP.

☐ **Company Organization Questionnaire**

The questionnaire contained in Appendix B to this RFP must be completed and returned as part of the proposal.

☐ **Fee Proposal**

Proposers must submit a fixed-cost proposal in the format prescribed in Appendix C. Any deviation from the prescribed format, which in the opinion of the Town is material, may result in the rejection of the proposal. The proposed fee shall include all costs and expenses for providing the services and equipment as described in this RFP. The fee proposal must expressly state that the proposed fees are guaranteed for the term of the resulting contract. Responders may either include all expected travel costs as part of their overall “not to exceed” cost for the work to be performed under this RFP, or they must provide their best estimate for all travel expenses they expect to incur in performing the services required by this RFP. Any services not specifically requested as part of this RFP, but suggested by the proposer, may be shown as a la carte pricing.

☐ **Recruitment Methodology**

The submission should set forth a work plan, including a proposed timeline and an explanation of the methodology to be followed for services as described in Section III.

☐ **Use of Subcontractors**

If any services are subcontracted to a third party, please indicate this clearly in your proposal.

☐ **Project Lead**

Proposal shall state who on the search team will be Oak Island’s point of contact and project lead.

## **VI. Submission of Proposals**

All proposals must be received no later than the deadline stated herein. Submissions must be made by USPS or other mail delivery service to the identified contact person by the stated deadline. It is the responsibility of the proposer to ensure that the proposal package was delivered before the date and time stated. The Town of Oak Island bears no responsibility for proposal packages that are not delivered on time and to the correct address. The proposals become the property of the Town upon submission. All costs for developing proposals and attending presentations and/or interviews are entirely the responsibility of the proposer and shall not be chargeable to the Town. The Town may consider awarding to multiple individuals, firms, partnerships, corporations or combination thereof for this service.

## **VII. Evaluation Process**

### **Pre-Evaluation Review**

All proposals will be reviewed to determine if they contain all the required submittals

specified in this RFP. Those not submitting all required information in the prescribed format will be rejected.

## **Proposal Evaluation**

All proposals submitted in response to this RFP will be evaluated by the Mayor and Town Council in accordance with the criteria described below. Total scores will be tabulated, and the highest ranked firms will move forward in the selection process.

If the Town requests presentations by short-listed proposers, the Council members may revise their initial scores based upon additional information and clarification received in this phase. Please note that presentations have been tentatively scheduled per the timeline in Section VIII on page 7 of this RFP. If your company is invited to give a presentation to the committee, these dates may not be flexible.

In preparing responses, proposers should describe in great detail how they propose to meet the specifications as detailed in the previous sections. Specific factors will be applied to proposal information to assist the Town in selecting the most qualified proposer for this contract. The Town will consider the following factors in the evaluation process. Fees will be one of the determining factors in this decision but will not be the primary determinative. Following are the evaluation criteria that will be used. Criteria will be assigned a points value.

1. 25 Points - Understanding of the services requested.
2. 25 Points - Proposed methodology and work plan to be used in this search.
3. 25 Points - Relevant knowledge, experience and qualifications of firm and team members including established record of success in similar work.
4. 10 Points - References
5. 15 Points – Fees

A presentation and/or demonstration may be requested by short-listed proposers prior to award. However, a presentation/demonstration may not be required, and therefore, complete information should be submitted with your proposal.

Proposals that contain false or misleading statements or that provide references which do not support an attribute or condition claimed by the proposer will be rejected. Issuance of the request for proposal creates no obligation to award a contract or to pay any costs incurred in the preparation of a proposal.

Nothing in this RFP or any resulting contract shall preclude the Town from procuring services similar to those described herein from other sources. During the evaluation process, proposers may be requested to provide additional information and/or clarify contents of their proposal. Other than information requested by the Town, no proposer will be allowed to alter the proposal or add new information after the filing date.

## **VIII. Timeline Information**

RFP issued by:	February 22, 2024
Responder Questions Due:	March 7, 2024, by 3:00pm EST
Response to Questions Posted:	NLT March 14, 2024
RFP Response Due:	April 4, 2024, before 2:00pm EDT
Evaluation and Interviews:	Week of April 15, 2024
Anticipated Contract Award(s):	NLT April 26, 2020

## **IX. Submission Process**

### **Deadline**

To be considered for selection, proposals must be received via USPS or other mail delivery service as stated within this RFP.

### **Withdrawal**

A proposal may be withdrawn any time prior to the deadline by written notification signed by the individual applicant or authorized agent of the firm and received via email ([mayorwhite@oakislandnc.gov](mailto:mayorwhite@oakislandnc.gov)) no later than the deadline date and time. The proposal may be resubmitted with any modifications no later than the deadline. Modifications offered in any other manner will not be considered.

### **Questions**

To clarify any issues in this request for proposal, the Town will respond only to questions that are presented in writing via email to [mayorwhite@oakislandnc.gov](mailto:mayorwhite@oakislandnc.gov). All questions should be submitted by March 7, 2024, by 3:00pm EST. Responses to questions will be returned via email by March 14, 2024.

## **X. Administration**

### **Issuing Office:**

The Town's contact name listed herein is to be the sole point of contact concerning this RFP. Proposers shall not directly contact other personnel regarding matters concerning this RFP or to arrange meetings related to such.

### **Official Means of Communication**

All official communication from the Town to proposers will be via email.

### **Responsibility Determination**

The Town will make awards only to responsible vendors. The Town reserves the right to assess proposer responsibility at any time in this RFP process and may not make a responsibility determination for every proposer. The Town of Oak Island defines a "Responsible Proposer" as one who has "the capability in all respects to perform fully the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment, and credit which will assure good faith performance." The Town reserves the right to request information as it deems

necessary to determine a proposer's responsibility. If the proposer fails to supply the requested information, the Town shall base the determination of responsibility upon any available information or may find the proposer non-responsible if such failure is unreasonable.

### **Acceptance of RFP Terms**

A proposal submitted in response to this RFP shall constitute a binding offer. The autographic signature of a person who is legally authorized to execute contractual obligations on behalf of the proposer shall indicate acknowledgment of this condition. A submission in response to this RFP acknowledges acceptance by the proposer of all terms and conditions as set forth herein.

### **Confidential/Proprietary Information**

All proposals will be confidential until a contract is awarded and fully executed. At that time, all proposals and documents pertaining to the proposals will be open for public inspection, except for material that is proprietary or confidential. However, requests for confidentiality can be submitted to the Mayor provided that the submission is in accordance with the following procedures. This remains the *sole responsibility* of the proposer. The Contact will make no attempt to cure any information that is found to be at a variance with this procedure. The proposer may not be given an opportunity to cure any variances after proposal opening. **Neither a proposal in its entirety, nor proposal price information will be considered confidential/proprietary.** Questions regarding the application of this procedure must be directed to the Mayor's contact address listed in this RFP.

### **Acceptance of Proposal Content:**

The contents of the proposal (including persons specified to implement the project) of the successful contractor shall become contractual obligations into the contract award. Failure of the successful proposer to perform in accordance with these obligations may result in cancellation of the award and such proposer may be removed from future solicitations.

### **RFP Cancellation**

The Town reserves the right to cancel this RFP at any time, without penalty.

### **Negotiation of Award**

In the event only one (1) responsive proposal is received by the Town, the Town reserves the right to negotiate the award for the services in lieu of accepting the proposal as is.

### **Incurring Costs**

The Town is not liable for any cost incurred prior to issuance of a legally executed contract and/or a purchase order.



## **Non-Discrimination**

The proposer shall comply with all applicable state and federal laws, rules and regulations involving non-discrimination on the basis of race, color, religion, national origin, age, or sex.

## **News Releases**

Neither the Town, nor the proposer, shall make news releases pertaining to this RFP prior to execution of the contract without prior written approval of the other party. Written consent on the Town's behalf is provided by the Mayor and Town Council.

## **Certification of Independent Price Determination**

1. By submission of this proposal each proposer certifies, and in the case of a joint proposal each party, thereto certifies as to its own organization, that in connection with this procurement:
  - a) The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other proposer or with any competitor.
  - b) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the proposer and will not knowingly be disclosed by the proposer prior to opening, directly or indirectly to any other proposer or to any competitor; and
  - c) No attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
2. Each person signing the Request for Proposal form of this proposal certifies that:
  - a) He/she is the person in the proposer's organization responsible within that organization for the decision as to the prices being offered herein and that he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above; or
  - b) He/she is not the person in the proposer's organization responsible within that organization for the decision as to the prices being offered herein but that he/she has been authorized in writing to act as agent for the persons responsible for such decision, and will not participate, in any action contrary to (1.a) through (1.c) above, and as their agent does hereby so certify; and he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above.
  - c) A proposal will not be considered for award where (1.a), (1.c), or (2.) above has been deleted or modified. Where (1.b) above has been deleted or modified, the proposal will not be considered for award unless the proposer furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure the Town can determine that such disclosure was not made for the purpose of restricting competition.

**Assignment and Delegation**

Neither party to any resulting contract may assign or delegate any portion of the agreement without the prior written consent of the other party.

**Standard of Conduct**

The successful firm shall be responsible for maintaining satisfactory standards of employees' competency, conduct, courtesy, appearance, honesty, and integrity, and shall be responsible for taking such disciplinary action with respect to any employee as may be necessary.

## Appendix A: Statement of Minimum Qualifications

\_\_\_\_\_ certifies that it meets the following minimum qualifications.  
(Firm Name)

Please initial each as applicable.

	A minimum of five years' experience in the professional recruiting field.
	A proven history of engagements of similar size and scope, with other government public sector clients.

Signature	
Title	
Date	

## Appendix B: Company Organization Questionnaire

The following questionnaire must be completed and included with your response to this RFP. Type your responses in the same order as the questionnaire, listing the question first followed by your answer.

<b>Contact and Company Information</b>	
Name of Individual / Organization	
Mailing Address	
Phone/ Fax	
Website	

<b>Contact Person(s)</b>	
Name	
Title	
Phone/ Fax	
Email	

### Background of firm, and ability to execute services of RFP

1. Please provide a general description and history of the organization, its operations (please include any history of mergers and/or acquisitions), year founded, ownership structure, biographies of the principals and percentage ownership by current employees.
2. Provide a brief, descriptive statement detailing evidence of the respondent's ability to deliver the goods or services sought under this RFP.

## Appendix C: Fee Proposal

Please include details regarding scope and cost of services, deliverables, and timeframe for completion of the required services.

Firm name	
Address	
Telephone	
Authorized representative	

1. Define your proposal in a straightforward and economical manner, providing a concise description of your firm's capabilities to satisfy the requirements of this RFP.
2. Please be sure to include all Proposal Content elements as defined in Section V.
3. Provide your recruitment fee structure and a description of how costs are determined.
4. Provide a cost breakout indicating the fee differential for any candidates presented to the search firm by the client.
5. List any additional services that are priced *a la carte*.

TOTAL Fee Per Recruitment NOT TO EXCEED	
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Please check and complete one of the following statements as it pertains to travel related expenses:

<input type="checkbox"/>	The above costs DO include all expected travel expenses and said expenses will not be billed separately to the Town.
<input type="checkbox"/>	The above costs DO NOT include all expected travel expenses and said expenses will be billed separately to the Town. (If you select this statement as your response, you must complete the next question as well.)
Responder estimates that travel expenses to be incurred for work to be performed relative to this RFP per the terms of said policy will total an amount not to exceed	

## Appendix D: Proposal Acknowledgement

Falsifying this information is cause to deem your proposal nonresponsive and therefore ineligible for consideration. In addition, falsification of this information is cause to cancel a contract awarded based on one or both of the above preferences.

By signing below, you agree to all terms & conditions in this RFP, except where expressly described in your cover letter.

\_\_\_\_\_  
Original Signature by Authorized Officer/Agent

\_\_\_\_\_  
Type or printed name of person signing

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Proposal Valid Until (at least for 90 days)

\_\_\_\_\_  
E-Mail Address

\_\_\_\_\_  
Website Address

### PROJECT MANAGER

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Email Address