



**Request for Qualifications  
Recreation Needs Assessment  
and Facilities Evaluation  
REVISED**

**July 8, 2024**

**Response Due Date and Time:**

**August 16, 2024  
3 pm E.S.T.**

**Deliver to:**

**Town of Oak Island  
Attn: Lisa Stites, Town Clerk  
4601 E. Oak Island Dr.  
Oak Island, NC 28465**

## **REQUEST FOR QUALIFICATIONS**

Date: July 8, 2024  
Local Authority: Town of Oak Island, NC  
Project Name: Recreation Needs Assessment and Facilities Evaluation  
Response Deadline: August 16, 2024  
Time: 3 p.m.  
Location: Number 4601 E. Oak Island Dr. Oak Island, NC 28465  
Copies: 3 hard copies (sealed) and 1 electronic copy  
Inquiries/Proposals: Lisa Stites, Town Clerk  
lstites@oakislandnc.gov

## **PURPOSE**

The Town of Oak Island is soliciting proposals from qualified and professional consulting firms to conduct a needs assessment and facilities evaluation for the Town's existing recreation programs and buildings (two primary structures). Following the needs assessment and evaluation, the Town will move forward with either renovations of existing facilities, construction of new facilities, or a combination of renovations and new construction, depending on information received through this process. The goal of this process is to provide substantive information, for both the needs assessment and facilities evaluations, including budgetary estimates to Council and Town Staff to aid in determining next steps.

## **BACKGROUND**

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, with that number increasing steadily. During summer vacation months, our population swells to as many as 60,000 people.

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 challenges we are currently facing. Oak Island is preparing to embark on a Comprehensive Land Use Plan Update which we expect to conclude in late 2025. The town also expects to begin a 5-Year Parks & Recreation Plan in the spring of 2025.

With our growth and aging recreation facilities, we are past due in examining our current facilities, evaluating current and future programmatic needs, and reimagining how our recreation programs and facilities in Oak Island will exceed our residents and visitors needs by providing first class facilities and programs.

The current Recreation Center, located at 3003 E. Oak Island Drive, is 40-plus years old and has significant ongoing and costly deferred maintenance issues. The physical structure is aesthetically antiquated and the layout does not meet current programming needs and requests. Further, the current building lacks the capacity for our expanding population.

Built in 1980, the current center contained 5,592 square feet on a single level. Interior spaces included a front desk, main office, men's and women's restrooms and locker rooms, three classrooms, three closets, a kitchen, main entrance and two additional exits, and a mechanical room. In 1997, an addition of 4,400 square feet added three classrooms, a second entrance and two additional exits, with an additional lobby/hall area, bringing the current size to 9,992 square feet.

The Town also has a Community Resource Building, located approximately 1 mile from the Recreation Center. The Community Resource Building started as the Town's Teen Center, was renovated in 2007, and is now 3,200 square feet with a storage closet, two internal bathrooms, two external bathrooms, and a serving kitchen which provides meals through Brunswick Senior Resources Inc.

Oak Island employs a full-time Recreation Director, four other full-time employees and various part-time and contract employees. The Recreation Department is assisted in their mission by a Council appointed volunteer Recreation Advisory Board of 7 citizen members.

At the onset, the Town recognizes at least the following potential future courses of action which we will look to the consultant to confirm or refine:

- Develop a suitable remodel of the Rec Center and/or Community Center which would be aesthetically and spatially appropriate.
- Design a Recreation Center/Community Center facility with the capacity to fulfill both functions.
- Design, develop and build two new structures to serve as a Recreation Center and a separate Community Center.

There may be other feasible options which come from this study and the Town is open to other viable ideas.

## **SCOPE OF SERVICES REQUESTED**

### **1. Scope of Services:**

The selected consultant will be required to prepare a comprehensive Needs Assessment and Facilities Evaluation for the Town, including but not limited to these components:

#### **A. Research and Market Conditions and Analyses**

- Evaluate current recreational facilities and programming in and around the Oak Island community and in municipalities of similar demographics.
- Evaluate community, residential, seasonal population needs and preferences relative to the programs and associated amenities.
- Work with Recreation Staff to evaluate existing and future programming needs.
- Assess partnership opportunities, including identification of collaborative partners in the public, private, and not-for-profit sectors, and how such partnerships and program synergies/coordination and asset-sharing may impact the funding, spatial needs, and operations of the Town's recreational facilities.
- Research available State and Federal grant opportunities to assist the Town in offsetting some of the costs associated with remodeling or new construction.

B. Public Outreach & Community Engagement - The selected consultant will engage the community and conduct necessary research and analysis to identify and evaluate community needs for recreational programming and facilities. Engagement is to include, but is not limited to:

- Review of 2017 Comprehensive Land Use Plan, 2023 Recreation Survey, Five-Year Recreation Master Plan, and any additional data available at the time of this study.
- Interviews with the Council, key Town Staff and Recreation Staff.
- Recommendations for how public outreach and engagement will be conducted and obtained.

C. Evaluate Oak Island's Two Indoor Recreational Facilities

- Current Recreation Center - 3003 E. Oak Island Drive.
- Current Community Center - 102 SE 47<sup>th</sup> Street

In both facility evaluations, consultant should determine the adequacy to accommodate existing and future programmatic and services needs. Additionally, consultant should highlight potential deficiencies at each of the facilities, such as structural integrity, utility conditions, health, environmental, and safety concerns, available interior space, and parking sufficiency.

D. Evaluate existing Town-owned properties and potential non-town owned alternative sites for suitability for new facilities or expansion opportunities.

E. Provide design alternatives, including estimated square footages and an estimate/range of the total project costs for options presented to the Town. Budgetary information should include both hard and soft costs, fixtures, furnishings, and equipment, financing, site preparation, demolition, estimated design fees, etc.

It should be noted by the proposer that modifications to better meet project objectives may be provided as part of the proposal and will be evaluated as part of reviewing the firm's understanding and proposed approach of this project.

## **2. Proposal Submittal Requirements and Response Format**

The Proposer is responsible for preparing an effective, clear, well-organized, and concise formal written proposal. To be considered for selection, proposers must submit a complete response to this RFP, including the following required information and/or requirements. Failure to provide any of the information requested below may be cause for the proposal to be rejected. The proposal should be organized in the following format:

- Cover Letter. A cover letter introducing the firm and the individual who will be the primary contact person. A phone number, email and mailing address should be provided for the

primary contact person. The cover letter must be signed by an officer of the firm authorized to execute a contract with the Town.

- Executive Summary. An executive summary of the proposal.
- Firm Background Information. Provide a summary of the Firm's qualifications and experience in conducting related studies for similar governmental, educational, or public sector entities, general information about the firm, location of office(s), years in business and areas of expertise, specifically describe or provide the following:
  - How the firm is qualified to be responsive to the specific requirements of this RFP.
  - The firm's qualifications and experience providing similar services as required in this RFP.
  - Provide one (1) copy of a Recreation Needs Assessment and Facility Evaluation Study, or comparable report, the firm has completed which is closely related to the scope of work contemplated in this RFP.
  - Project staffing organizational chart listing proposed personnel assigned to this project. Include assigned duties, and comprehensive resumes for each individual listed. Resumes should list education, training, professional work experience, and a listing of work performed comparable to that described within this RFP.
- References. Provide at least three (3) clients for whom the firm has conducted and completed a similar study within the last three (3) years comparable to that described in this RFP. Indicate client organization name, contact person, and phone number.
- Project Workplan. Describe firm's understanding of the project, detailed work approach and methodology. Expand on the scope of work, if appropriate, to accomplish the overall objective of the project, and provide suggestions, which might enhance the results or usefulness of the study. Include assumptions about the number of meetings needed with Town Council, Town Staff, and other stakeholders including community engagement sessions to complete the Scope of Work.
- Schedule of Performance. Provide a schedule of work including a detailed description of the steps that will be taken to complete the required tasks identified in Section 1 of this RFP. Include a detailed discussion of any methodologies used or approaches taken for each task. Note firm's availability to start this work, and a timeline for project completion.
- Subcontractors. Identify any portion of the scope of work, including percentages of work, which would be subcontracted. Include firm qualifications and key personnel. Provide information on all subcontractors to the same degree as required in Section 2 (Firm Background Information) above.

- Proposal Copies. Submit three (3) hard copies and one (1) electronic copy of the proposal.

## **SUBMISSION OF PROPOSALS**

Sealed proposals will be received by the Town until **3 pm E.S.T. on August 16, 2024.**

### **Submit Sealed Proposal Package to:**

**Town of Oak Island**

**Attn: Lisa Stites, Town Clerk**

**4601 E. Oak Island Drive**

**Oak Island, NC 28465**

1. 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.
2. 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.
3. Proposals are not returnable and become the property of the Town of Oak Island upon submission. Please be advised that once submitted, the proposal may become public record, and is available to all for inspection and copying, upon request.
4. 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.
5. The Town may consider awarding to multiple individuals, firms, partnerships, corporations or combination thereof for this service.

## **QUESTIONS**

Questions shall be submitted in writing to Lisa Stites, Town Clerk via email to [lstites@oakislandnc.gov](mailto:lstites@oakislandnc.gov) no later than 3 p.m. on July 19, 2024. All questions will be answered via email no later than July 26, 2024.

## **CRITERIA FOR EVALUATION PROCESS**

Selection by the Town for professional services shall be based on demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required, and at fair and reasonable prices to the Town.

The following point values are assigned according to the criteria shown for evaluation of each proposal.

1. 15 Points – Demonstrated understanding of the professional services requested.
2. 15 Points - Prior experience in performing similar projects.
3. 15 Points - Qualifications of the firm and assigned project consultants.
4. 15 Points - Proposed methodology and work plan to be used.
5. 15 Points - Relevant knowledge, experience, and qualifications of firm and team members.
6. 10 Points - Quality of RFP regarding research, accuracy, and following directions.
7. 5 Points - Time line for project completion / proposed schedule.
8. 5 Points - Professional Fees/Hourly Rates/Cost.
9. 5 Points - Reference Checks.

## **SELECTION**

The Council and Staff will review the proposals. If any additional information is necessary, staff will advise the firm(s). Council will further evaluate the proposals based on established criteria and narrow the proposers to their top three (3) by ranked scoring. The finalists will make in person public presentations to Council, Staff, and the Recreation Advisory Board. By consensus, the council will determine the most qualified firm to be selected.

A negotiation of the final contract price will be between the Town and the chosen firm. (NOTE: Firms shall bear all costs incurred for interviews and the RFP response preparation and shall not include such costs within the RFP response). The Town shall select a firm on the basis of the applicant's qualifications for the job and award them, with respect to compensation and opportunity for training and advancement, including upgrading and promotion, without regard to age, sex, race, color, religion, national origin, disability, political affiliation, or marital status.

**The Town of Oak Island appreciates your interest in our project  
and thanks you for responding to this RFP.**



ADDENDUM – Request for Qualifications Recreation Needs Assessment and Facilities Evaluation (REVISED) – July 31, 2024

The following questions have been received, and the Town's responses are in red:

Is there a page count the submittal needs to adhere to? **No, there is not a specific page count the submittal must adhere to.**

A PDF saved to a flash drive is the preference for electronic submittal and not in an email attachment? **Yes, that is correct.**

For Task D: (Evaluate existing Town-owned properties and potential non-town owned alternative sites for suitability for new facilities or expansion opportunities.) How many sites will be evaluated? **The Town has two sites currently being used – one for the Recreation Center and one for the Community Resource Center. Whether additional sites need to be evaluated would depend on whether the assessment shows the current sites may be repurposed or if additional property would be needed. The Town has a list of currently owned properties and their current uses, and this list is available upon request.**

For Task E: (Provide design alternatives, including estimated square footages and an estimate/range of the total project costs for options presented to the Town. Budgetary information should include both hard and soft costs, fixtures, furnishings, and equipment, financing, site preparation, demolition, estimated design fees, etc.) How many design alternatives are expected? **The number of design alternatives is something that would be determined during contract negotiation.**

“Professional Fees / hourly rates / cost” is listed as an evaluation criteria on page 8 but not elsewhere in the RFQ document: **This is not included in the Proposal Submittal Requirements and Response Format section of the RFQ. Unfortunately, this language in #8 of the evaluation criteria was not removed when the document was republished as an RFQ and will be omitted from the evaluation criteria and scoring; submittals will be evaluated based on a maximum of 95 points available.**