



CITY OF Mount Vernon *Iowa*

REQUEST FOR PROPOSAL SWIMMING POOL FEASIBILITY STUDY

ISSUED: November 08, 2021

SUBMISSIONS DUE: December 20, 2021, by 4pm

INQUIRIES

Inquiries about this Request for Proposals must be in writing directed to:

**Matt Siders
Director of Parks and Recreation
City of Mount Vernon
213 1st St NW
Mount Vernon, IA 52314
Phone: (319) 551-9513**

1. INTRODUCTION

The City of Mount Vernon Parks and Recreation Department is requesting proposal packages from firms to conduct a Swimming Pool Feasibility Study.

Submittals are due on Monday, December 20, 2021, no later than 4 p.m. CST. Sealed proposals shall be addressed to:

Matt Siders
Director of Parks and Recreation
City of Mount Vernon
213 1st St NW
Mount Vernon, IA 52314

A digital copy of submittals will be accepted through email addressed to Matt Siders at msiders@cityofmtvernon-ia.gov. No faxed proposals will be accepted. Please provide twelve (12) hardcopies and a digital copy.

2. PROJECT DESCRIPTION

The City of Mount Vernon requests consultant services from professional consulting firms to prepare a Swimming Pool Feasibility Study. The Feasibility Study should provide direction to the city on critical elements for a swimming pool to meet the needs of the city and the surrounding area. The study should accurately reflect current and future needs of the community regarding a swimming pool facility. The city is looking for general recommendations considering indoor, outdoor, or a combination of an indoor/outdoor pool. The Study should also describe the process for conducting a site, marketing, and partnership analysis for the intent of identifying and recommending potential sites and project partners for the swimming pool.

3. PROJECT OBJECTIVES

The objectives of the study are as follows:

- Aid in evaluating the current and future needs for a new swimming pool.
- Provide guidance and information related to current trends and recommend proper elements and amenities of desired spaces and activities within swimming pool.
- Provide recommendations regarding the size, location, and aquatic components.
- Provide a 5-year proforma forecast of associated earnings and expenses.
- Provide compiled census information and future projections of the market area.
- Help identify facility locations, site analysis, and land acquisition.
- Provide conceptual and schematic design alternatives and associated costs including land procurement and construction costs.
- Analyze existing swimming pool structure and determine potential renovation and expansion costs.

4. ANTICIPATED SCOPE OF WORK

During the process, the selected firm will work closely with staff and the pool feasibility steering committee.

- Public Outreach:
 - Work with the staff to determine the needed information to support the feasibility study.
 - The consultant team will be expected to participate in a minimum of three (3) meetings to solicit community and stakeholder input relevant to the community needs and interests. Those meetings should be throughout the study period. The following meetings would be the preferred format:
 - Preliminary- Collection of community feedback
 - Review and survey of recreation design and amenities
 - Final report
 - Create informational material to educate the public on the goals and objectives of the feasibility study.
 - Use other promotional channels such as social media, email, and mailers to reach out to community members.
 - Presentations/meetings with the Swimming Pool Steering Committee, the Mount Vernon Parks and Recreation Board and/or Mount Vernon City Council may be required.
- Market Analysis:
 - Research existing swimming pools in the region including facility location, size, components, rates, cost recovery, and potential influence on the proposed swimming pool.
 - Include private, public, and non-profit facilities in the market analysis.
 - Identify the primary and secondary service areas, current and future demographics, potential users, and facility trends.
- Business Plan:
 - Develop a business plan to consider the financial implications of the various program and facility elements identified on a wish list through the public outreach process and needs analysis.
 - Calculate the projected operating costs and anticipated recovery costs for each line item.
 - Explore potential operation revenues for the proposed facility.
 - Admissions
 - Corporate rates
 - Rentals
 - Concessions, etc.
 - Five-year proforma forecast of facility expenses and revenues.
 - Explore sponsorship opportunities within the facility.
 - Explore funding options and partnerships.
 - Consult in options to address needs with the current facility during the sunset period.
- Facility Programming/Planning:
 - Determine the components to include in the swimming pool based on the input from the public outreach, the market analysis, the business plan, as well as working with the swimming pool steering committee.
 - Provide space requirements and relative locations for each component.
 - Include thought for potential programs and special events within the facility.
 - Plan for rentable space for small groups to corporate events.

- **Site Analysis:**
 - Perform analysis/site selection services based on the findings above.
 - Aid in site location and provide estimated procurement cost.
 - A detailed site analysis may include the study of a proposed site, topography, sensitive areas, access, utilities, and code requirements.
 - Potential traffic and parking concerns shall also be addressed at this time.
 - Identify multiple potential sites for the swimming pool in proximity of the Mount Vernon city limits while keeping in mind the projected development within the city.
- **Schematic Design Alternatives and Costs:**
 - Based on the input from the above scope of work, the project team shall propose concept design alternatives for a swimming pool with probable construction costs and operational estimates.
 - Determine feasibility of renovation and expansion to existing swimming pool structure considering cost.
 - Develop a timeline for the proposed swimming pool.
 - Plans should reflect the proposed size from the market and site analysis, it should also reflect the needs of the community from the public outreach.
 - Develop a schematic design for the preferred alternative and corresponding costs including land acquisition costs.
- **Report:**
 - Draft a report and review the draft with the steering committee before formally presenting to the parks and recreation board and city council.
 - Submit a written report compiling the above scope of work and methodology used in preparing the feasibility study and design recommendations to the parks and recreation board.
 - Conduct a report presentation to the city council with parks and recreation board present.

5. PROJECT TIMELINES

Every effort will be made to adhere to the following schedule:

Distribute RFP	November 8, 2021
Proposals due	December 20, 2021
Award of contract	February 2022
Anticipated project start date	March 2022

6. EVALUATION FACTORS

The following are factors which will be used by the selection committee but not limited to:

- Consultant's Understanding of the Project objectives (15 pts)
- Consultant's Proposed Methodology/Project Approach with approach to local considerations and concerns (20 pts)
- Consultants' familiarity with the region (5 pts)
- Proposed costs for the Feasibility Study (20 pts)
- Experience (15 pts)
- Project Team (15 pts)
- Proposed Project Schedule (10 pts)

7. SUBMITTAL REQUIREMENTS

Please provide twelve (12) hard copies and a digital copy of the following in your qualification package:

- Cover Letter: Please submit a one-page letter of intent listing the proposed team, relevant experience, and commitment to provide the services described in the scope of work.
- Project Methodology/Project Approach: Approach to preparing the Mount Vernon Swimming Pool Study. Include step-by-step process within the scope of work to accomplish the objectives of the project.
- Timeline: Include a detailed timeline of the start of projects, proposed public input sessions, committee meetings, through the final report of the project.
- Cost: Include a total cost of the proposed project with itemized breakdown of the different phases of the proposed feasibility study.

Proposal submittals are due on Monday, December 20, 2021, no later than 4 p.m. CST.

Sealed proposal packages shall be addressed to:

Matt Siders
Director of Parks and Recreation
City of Mount Vernon
213 1st St NW
Mount Vernon, IA 52314

Digital submittals will also be accepted through email addressed to Matt Siders at msiders@cityofmtvernon-ia.gov. No faxed proposals will be accepted.