

**CITY OF PIGEON FORGE
COMPREHENSIVE MASTER PLAN
REQUEST FOR QUALIFICATIONS
And
REQUEST FOR PROPOSALS (RFQ/RFP)**

The City of Pigeon Forge (“City”) will receive submittals for updating the City of Pigeon Forge Parks and Recreation Department’s Comprehensive Master Plan. Submittals will be received in the Parks and Recreation Director’s Office located at 170 Community Center Drive, Pigeon Forge, Tennessee 37863. Proposal can also be mailed to P.O. Box 605, or 170 Community Center Drive, Pigeon Forge, Tennessee 37863. This Request for Qualifications and Request for Proposals (RFQ/RFP) is subject to the instructions, conditions, specifications, addenda, and any other elements of this RFQ/RFP, including those incorporated by reference.

DATE ISSUED: September 24, 2024

SUBMISSION TITLE: City of Pigeon Forge Parks and Recreation
Comprehensive Master Plan Update

CITY CONTACT PERSON: Lanny Goodwin, CPRP, Director

TELEPHONE NUMBER: (865) 429-7373

E-MAIL ADDRESS: lgoodwin@cityofpigeonforgetn.gov

All submissions must be received and acknowledged in the Parks and Recreation Director’s Office on or before the day and time listed below.

SUBMIT MATERIALS IN A SEALED ENVELOPE TO:

City of Pigeon Forge
Parks and Recreation Director’s Office
Post Office Box 605
Pigeon Forge, Tennessee 37868-0605
or
170 Community Center Drive
Pigeon Forge, Tennessee 37863

Submission envelope must include the title, deadline date, and the proposer's name. Failure to provide this information on the envelope may result in the submission not being considered. Do not submit by fax or electronically. Submitted materials by fax or electronically cannot be accepted or considered for award. Submissions that are delivered by carriers that arrive late will not be opened.

PROPOSAL DEADLINE DATE: October 18, 2024

PROPOSAL DEADLINE TIME: 4:00 p.m., Pigeon Forge, Tennessee, Eastern Standard Time

The City of Pigeon Forge Parks and Recreation Department (hereinafter, "City") is soliciting qualifications and proposals from firms or teams (hereinafter, "Consultant") to provide professional and technical services to the City for the updating and development of a Comprehensive Master Plan for the City of Pigeon Forge Parks and Recreation Department in Pigeon Forge, Tennessee. It is the City's expectation that the selected Consultant may subcontract with others as needed to furnish the required expertise as provided in the Scope of Services described herein. It is anticipated that this RFQ/RFP will result in the consideration and selection of a Consultant to plan, develop, and update the current Comprehensive Master Plan that was done in 2019.

Project Purpose and Description

Pigeon Forge Parks and Recreation Department is committed to providing quality parks, facilities, and programs to our citizens. **Our mission** is to provide Parks, Recreation, Open Space, and Greenways for the enjoyment of our residents and visitors while focusing on Wellness and Fitness, Social Equity, Conservation, and Tourism.

The City of Pigeon Forge, established in 1961, is a small city located in east Tennessee at the base of the Great Smoky Mountains with a population of approximately 6,300 residents. The main industry is tourism and the City averages over 75,000 visitors per day and has an annual revenue of approximately 2.5 billion dollars. The home of Dollywood, Pigeon Forge is known for its attractions, dinner shows, car shows, special events, and hometown hospitality. The Parks and Recreation Department, as other city departments, support the overall city efforts to keep Pigeon Forge a destination city that is very attractive to tourism and provides a great experience for its residents.

The award-winning Pigeon Forge Parks and Recreation Department provides opportunities for recreational and family activities through a network of parks, greenways, and a multi-functional

community center. Services target athletics, aquatics, fitness/wellness, outdoor recreation, and youth development, all while promoting lifelong learning and play. Pigeon Forge Parks and Recreation Department maintains approximately 150 acres of parks, parkways, and greenways and operates an 86,000 square feet Community Center that provides a bowling center, aquatics, wellness/fitness, childcare, gymnasium with handball/racquetball courts, and recreational programs for all ages. Programs include after school, sports, special events, bowling leagues, exercise programs, and community engagement opportunities for the residents and visitors in Pigeon Forge. The Parks and Recreation Department also maintains buildings and grounds and provides maintenance services for all city buildings and support systems at 20 different sites. The City-wide Pigeon Forge Parks and Recreation Comprehensive Master Plan will identify the essential issues, define the department's role city-wide, and establish goals (short, mid, and long range) and objectives for park development and programs. The purpose of the Comprehensive Master Plan will be to provide a logical framework for guiding decisions concerning parks and recreation facilities and programs as well as public open spaces and natural areas. The plan will be a working document that will facilitate action towards maintaining high standards in service delivery, improving the recreation facilities available to Pigeon Forge residents and its visitors, and building new parks and facilities to meet the growth and development of the city. This plan will also identify grant eligible projects and projected cost.

Scope of Project

The Consultant selected in the RFQ/RFP process will offer professional and technical services and engage in the update and development of the Comprehensive Master Plan. The master planning process will be community-based, and the expected timeline from start to finish is six (6) months, following the City's Notice to Proceed. An Advisory Committee (AC) will be established by the City, and comprised of members that will represent the Pigeon Forge Parks and Recreation Department, Pigeon Forge City Commission, and others as appointed by the City. Ex-officio members will include the Pigeon Forge Parks and Recreation staff and other City of Pigeon Forge staff as designated by the City Manager in coordination with the Parks and Recreation Director. The Consultant will coordinate development of the Comprehensive Master Plan, and meet a minimum of four (4) times with the AC during the planning process to establish priorities and recommendations. The Consultant will be expected to solicit input on objectives, needs and opportunities, improvement options, and recommendations from key stakeholders and from the public. The Consultant shall propose a schedule for efficiently managing involvement of key stakeholders and the public during preparation of the Comprehensive Master Plan. It is expected that the approach will include both public meetings and other outreach strategies by which community organizations and other groups may identify needs. Similarly, it is expected the

approach will address involving a broad range of stakeholders both within and outside of local government.

The Master Planning process shall consist of a minimum of two (2) public workshops and one (1) technical workshop. While both the public workshop and technical workshop will address all elements of the project, the technical workshop is expected to focus in more detail upon developing an overall theme for the plan, establishing goals, budget and funding analysis, planning areas within the document, and other detailed objectives. In addition, the consultant will conduct listening sessions and/or interviews with elected City officials, City staff, Pigeon Forge Parks and Recreation members, the Chamber of Commerce, and other groups. These listening sessions/interviews will be scheduled with consecutive appointments over a minimum of two (2) days.

The plan will be developed in sections and a draft of each section and the deliverables (timetable to be established) required will be submitted to the City as they are completed to meet the established timetable. When nearing completion, the Consultant shall submit a draft of the entire plan for the City to review, and then compile a comprehensive list of deliverables, comments and suggested modifications. The Consultant will conduct a follow-up meeting with the AC, City staff, and City Commission to make changes to the final draft. The final draft will include an Executive Summary that effectively presents an overview of the content of the plan, summarized in two to three pages.

The Consultant will be expected to make multiple presentations to the public and stakeholders, including Pigeon Forge Parks and Recreation Department and the Pigeon Forge City Commission, to present the Comprehensive Master Plan through required steps for adoption.

The final Comprehensive Master Plan will be a bound document that provides all information as required. Twenty (20) copies of the plan shall be provided to the City. In addition, the Consultant shall submit visual aids that will include attractive and informative presentation boards and a Power Point presentation to help inform and educate interested parties of the plan. The Consultant shall also submit all final text and graphics in digital form in a format consistent with the City's currently available software.

The Comprehensive Master Plan is not limited to the following objectives, but shall address:

- An Introduction and overview, to include recommendations of the Comprehensive Master Plan for planning and developing new facilities, renovations and upgrades of

existing facilities, program information, funding sources, and information regarding the focus and outcomes of these recommendations:

- A Demographic Profile to address population by age, race, and ethnicity; growth rate projections for the City and the Urban Growth Boundary, household profiles (children, income, and education), population profiles, Parks and Recreation budget comparisons (with comparable cities in the southeast), and revenue source comparisons.
- Public Input gathered through a compilation of multiple sources such as community meetings, focus groups, the Citizens Study Advisory Committee, input from City staff, Pigeon Forge Parks and Recreation Department, City Commission, partnering organizations, stakeholder input, and a User Survey will be used to determine current and future needs to direct the development of the Master Plan. This information will provide detailed information regarding overall satisfaction with facilities, programs, and activities, usage and participation, use of other recreation facility providers, funding priorities, future facility and program needs and reactions to marketing and social media needs.
- Existing Plans and Studies shall identify, reference, and consider existing park plans, including the Greenway Master Plan and the Pigeon Forge Parks and Recreation Department Strategic Action Plan, as well as, relevant City planning documents and other significant plans and studies.
- A Programming Assessment shall provide a comprehensive analysis of programming, to include youth, adult, senior, aquatic, athletic, cultural arts, fitness/wellness, outdoor, youth development, as well as community outreach, therapeutic recreation, and other considerations. The analysis should consider other recreation providers, partnerships and alternative providers, program benefits, trends, issues and opportunities, and recommendations.
- An Overall Focus/Purpose shall be determined that ensures the department is providing an essential service(s) for city residents and visitors which provides the direction and guidance for future development and operations for the department.
- Park and Facilities Classifications and Recommendations to include National Recreation and Parks Association (NRPA) guidelines as well as other considerations for mini parks, neighborhood parks, community parks, regional (destination) parks, special use parks, natural resource areas/preserves, greenways, school parks, and historical sites; additionally, facility standards, analysis of maintenance and resource management, and park and facility assessments, observations and recommendations shall be included.
- Budget Analysis and Recommendations for the current operating and capital budgets, with budget comparisons, program pricing and cost recovery.
- Funding Recommendations for traditional funding methods as well as alternative funding sources such as partnerships, grants, fundraising, a park foundation, revenue opportunities and performance indicators shall also be included.

- An Opinion of Probable Cost and Phasing shall be projected, based on priority, for the first five and ten year look ahead.
- Master Plan must meet all requirements set by the State of Tennessee for Recreation Grants (LWCF, LPRF, RTP) which includes the following:
 - Strategic Planning type component including a focus group that represents a cross section of the community. A Strength, Weakness, Opportunity, and Threat (S.W.O.T.) analysis is often included
 - Community Recreational Needs Assessment/Survey
 - Facility inventory with facilities and current conditions included
 - Parks and Recreation Program offerings list
 - Short, Mid, and Long-Term Goals
 - Public Input on the final draft of the plan
 - Acceptance of plan by Organization's Governing Board
- CAPRA Certification Standards for Planning, specifically section 2.4 Comprehensive Plan, shall be met. Pigeon Forge Parks and Recreation Department is currently committed to achieving accreditation through Commission for Accreditation of Park and Recreation Agencies (CAPRA), which recognizes parks and recreation agencies for excellence in operation and service. "Charged with providing high quality services and experiences, parks and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice." (www.nrpa.org/CAPRA) **A required standard for certification is as follows:** There shall be a comprehensive park and recreation system plan, which is an inventory of existing conditions and recommendations for future programs and services, acquisition and development of areas and facilities, and administration. This plan shall be officially adopted by the appropriate governing body, updated regularly, be linked with a capital improvement budget and a phased development. This standard includes the following:
 - There shall be a system in place to assess societal and local trends over time.
 - A comprehensive community study based on population shifts and changing social and economic conditions shall be conducted regularly.
 - There should be a compiled, complete and current inventory of all agency used and/or managed areas, facilities, programs and services, as well as, alternative providers of such
 - A needs index for determining priorities for development of services within the community should be established within the comprehensive plan.

Minimum Qualifications and Team Composition

We are requesting a team approach to the project with each team member providing services only in his or her respective field of expertise. A team may consist of a firm or a mixture of individuals and firms, but shall be represented by a lead Consultant. The proposal shall define a clear structure for the team, identifying clear accountability for team performance, clear financial/legal authority, simplified billing, unified insurance, and a composition that is continuous through the entire scope of services. A primary point of contact shall also be identified. The following expertise is required:

- At least ten (10) years established business experience in the field of work as described, with experience specific to park planning and development
- The ability to show experience in a strong leadership role in a minimum of at least five (5) other similar projects within the same relative scope and size as described
- Proof the firm/team has the knowledge, skills, and resources to perform the job as required
- RFQ/RFP must show each team members work as related to the discipline only so the evaluation can be judged solely on the merits of each team member represented
- The team shall have proven local involvement and experience in the community, with similar experience with cities equal to the City of Pigeon Forge
- Each firm represented must be an Equal Opportunity Employer
- The ability to meet deadlines imposed by the City
- The ability to comply with any applicable local, state, and federal guidelines
- Meet all insurance requirements

Submission Requirements

Submissions should be submitted to the Director of Parks and Recreation's Office as detailed on page 1. Submission should include five (5) hard copies of the proposal along with a digital copy. All proposals include the following items:

- Title Page: Name and primary contact information to include mailing address, phone, and email
- A letter of interest from the lead firm/consultant, introducing all team members and highlighting the consultant/team's qualifications for the project, and proof that the required minimum qualifications are met

- A current resume from each team member or firm
- A representative project list with visuals and narratives
- Description of the approach that will be used to develop the Master Plan, along with a timeline showing the various stages proposed for the project.
- A list of references for each consultant/team member or firm
- Confirmation of all amendments issued prior to official submittal deadline

All submissions must be received by the deadline listed on page 1. Proposals shall not exceed twenty (20) pages in length (excluding title pages, table of contents, resumes or dividers). Information in excess of that allowed may not be evaluated/scored. Submitted materials must provide enough detail to determine if the submission meets all required minimum qualifications. Submissions will not be returned.

All questions related to the content or submission of this RFQ/RFP must be submitted in writing to Lanny Goodwin, contact information listed on page one.

Evaluation and Selection

The selected team will exhibit extensive experience specific to the development of Comprehensive Master Plans for Parks and Recreation departments. In addition, experience specific to the management of intensive, small group and large-group, public input planning processes is required. A description of the methods used is required and may include copies of meeting materials.

Each Proposal will be evaluated and scored based on the following criteria:

- Compliance. The City will evaluate proposals for compliance and completeness. The proposal must meet or exceed all the requirements and expectations as defined in this document. The proposer must be an Equal Opportunity Employer, be able to meet deadlines imposed by the City, and be able to comply with any applicable Local, State, and Federal regulations.
- Experience. The City will evaluate the overall experience of the team, to include broad expertise and expertise specific to master planning as detailed in this document.
- Proposed Schedule. The City will evaluate the proposed schedule for compliance with the RFQ/RFP. The proposal shall state whether existing contractual commitments of similar

scope and priority are likely to have a negative impact on the proposer's ability to service this contract.

- Staffing. The City will evaluate the proposed team's experience and qualifications for providing the services described in this RFQ/RFP, including the specialized experience of the key personnel proposed for this project in their represented field.
- Costs and Terms. No fees or fee schedules shall be submitted with the Letter of Interest or the proposals. Selection will be based on qualifications and experience. The City will negotiate a price for services with the selected firm.
- Other. Any other information that the City deems relevant and material in evaluating the proposers, including but not limited to references and the expressed understanding of the issues related to this project.
- The selected firm will provide the city with proof of Workman's Compensation Insurance and Liability Insurance of \$1,000,000 with the City named as co-insurer.

It is estimated that the City evaluation will result in a recommendation of an award of contract from the City Council within forty-five (45) days.

All proposals will be evaluated by a proposal review committee comprised of individuals from the City of Pigeon Forge staff, as appointed by the City Manager and the Director of Parks and Recreation or designee.

After a review of the proposals, the committee may request additional information or ask representatives of the company to come in for an interview.

The Parks and Recreation Director and City Manager will consider the recommendation made by the review committee and make a recommendation to the Pigeon Forge City Commission. The Pigeon Forge Commission will make the final decision on the selection.

Proposal Scoring:

- Forty (40) points are possible for the qualifications of the team, the clarity of the team's structure, and the proposer's ability to meet all aspects of the proposal, as listed in this RFQ/RFP.
- Forty (40) points are possible for the content and quality of the proposal, with consideration for the projected understanding of the task as described in this document.
- Twenty (20) points are possible for the completeness of presentation of the proposal as submitted, in terms of compliance and schedule as determined by the project review committee.

Presentation Costs

The City will not be liable for any costs associated with responses to the RFQ/RFP.

Public Disclosure

As this City of Pigeon Forge project, all submissions are public documents, and will become the property of the City.