

Request for Proposals (RFP)
Franklinton YMCA Membership Feasibility Study



RFP Issued: Monday, April 3, 2024

Proposals Due By: 5:00 PM on Tuesday, April 16, 2024

Request for Proposals (RFP) for Franklinton YMCA Membership Feasibility Study

1. Proposals Due

All proposals are due by 5:00 PM on Tuesday April 16, 2024. Interested bidders should submit proposals to Lauren Chandler, Town Clerk and Zachary Steffey, Town Manager.

Proposals may be submitted via one paper hard copy to be sent to:

Attn: Franklinton YMCA Membership Feasibility Study

101 North Main Street, Franklinton, NC 27525

And/or electronically by E-mail to:

lchandler@franklintonnc.gov and zsteffey@franklintonnc.gov

2. Rights

The Town of Franklinton reserves the right to waive any informalities, to reject any or all proposals, and to accept that proposal or proposals which appear to be in the Town's best interest. The Town reserves the right to award all or part of this Request for Proposals. In the event that multiple RFP solicitation processes become necessary then the Town may include originally submitted proposals for consideration in future RFP processes without requiring resubmittal. Pursuant to NCGS § 143-64.32. the Town of Franklinton has exempted this particular project from the provisions of NCGS § 143-64.31.

3. Background

The Town of Franklinton is a rapidly growing municipality located along US 1 in Franklin County and is in close proximity to Raleigh, Durham, and the Research Triangle Park. The Town has an estimated population of 2,759 residents. The Town has seen substantial investments and revitalization of its bustling downtown area in recent years and significant residential growth. The Town has a significant need for a community center, youth recreational opportunities, group fitness classes, community gathering spaces, and opportunities for afterschool childcare. The Town currently does not have any public recreational facilities within its corporate limits and will be opening its first nature park this Spring. The Town has traditionally run youth sports programs through its Parks and Recreation Department in the past but is interested in the YMCA offering youth sports programs within our community. The Town of Franklinton is located within the Henderson Family YMCA region.

4. Scope & Cost Not to Exceed

The Town of Franklinton is requesting proposals from qualified firms with the experience, staff, and expertise to conduct a market analysis of the Franklinton area to determine the feasibility, demand, and market conditions needed to bring a YMCA to Franklinton. The successful firm will have prior experience in preparing membership feasibility analyses for the YMCA. The study should be conducted on a five-mile radius from the center point of the corporate limits of the Town of Franklinton. Factors that should be considered in the study include market data on median household income levels, travel outside of Franklin County to YMCA facilities, utilization of other gyms and recreational facilities, and utilization of the Franklinton Community Pool facility (privately run.) The Town of Franklinton desires to study the market feasibility and demand for the following items:

- Youth Sports Programs
- Indoor Pool Facility
- Indoor Workout Facility
- Indoor Basketball Court Facility
- Indoor Walking Track
- Indoor Community Meeting Space
- Outdoor Basketball Courts
- Outdoor Pickleball Courts
- Outdoor Pool Facility
- YMCA services for Senior Citizens
- YMCA Childcare
- YMCA Afterschool Care
- YMCA Teen Center

The cost proposal provided should be a cost not to exceed amount and fully encompass all anticipated project activities and expenses needed to complete this project. The end product/deliverable should be of sufficient detail for the YMCA - Henderson to make a determination on the location/siting, feasibility, and services that can be provided within the Town of Franklinton. The successful firm should coordinate with the YMCA- Henderson and the national YMCA organization to ensure all required data, statistics, metrics, and other information is compiled through this process and that all YMCA requirements are adhered to through this process.

5. Terms and Conditions

The terms of this Request for Proposals and your response thereto will be incorporated into the terms of the final agreement if your firm is the successful proposer.

- The Town of Franklinton reserves the right to reject any and all bids, waive informalities and minor irregularities in proposals received and to select proposals which appear to be in the best interest of the Town. The Town may at its discretion extend the RFP deadline or accept proposals after the RFP deadline.
- Invoices for work performed must be issued on a Net 30 (30 day) payment window and provided to the Town in a timely manner. Payments shall not be due until after July 1, 2024.
- The firm must comply with all local, state, and federal requirements in all stages and aspects of the project.
- All inquiries and requests for additional information must be made in writing by email to zsteffey@franklintonnc.gov and lchandler@franklintonnc.gov.

6. Proposal Information & Requirements

Proposals may be mailed to 101 North Main Street Franklinton, NC 27525 Attn: Franklinton YMCA Membership Feasibility Study. Electronic proposals must be emailed to zsteffey@franklintonnc.gov and lchandler@franklintonnc.gov.

- Firm information: Provide firm contact information and business type (i.e. partnership, corporation, sole proprietorship, etc.).
- Firm staffing: Provide resumes of key personnel to be assigned to this project, including a project manager, and outside consultants.
- Project list: Provide a list of similar projects, either completed by or currently being undertaken by your firm, and include the client, negotiated fee, and final fee paid. Please include at least three (3) references.
- Project understanding and approach: Provide a description of your understanding of project needs and how your firm will approach these needs, including how you or your firm foresee the role of Town staff in your approach.
- Statement of qualifications: Provide a clear and concise response stating why your firm is qualified to perform this work, and any other information which may be helpful to the Town's evaluation of your proposal.
- Scope of work: Provide details of the proposed scope of work, including the specific methodologies, approaches, tasks, and schedule being proposed and indicate any work or resources that are to be subcontracted or assumed to be provided by local government staff or agencies. This shall include a basic schedule outlining preliminary deadlines.

- **Availability:** Provide a statement of the availability of key personnel of the firm to undertake this project. Preference will be given to firms that are able to accommodate face-to-face meetings as needed.
- **Contract personnel hours:** Provide estimated personnel hours by task.
- **Cost Proposal** – firms should provide a total cost not to exceed amount which is inclusive of all anticipated expenses including but not limited to travel, lodging, staffing, research, printing, and other pertinent expenditures. Proposals and pricing shall be valid until December 31, 2024.

7. Disclaimers

Town Obligation: There is no expressed or implied obligation for the Town to reimburse firms for any expenses incurred in preparing proposals in response to this request.

Withdrawal of Proposal: Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to the ratification of an agreement between the Town and the designated firm.

Withdrawal of Request for Proposal: The Town retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent and to modify or amend any portion of this RFP. Notification will be provided to all firms involved in RFP process.

Applicable laws shall apply: The contract awarded shall be governed in all respects by the laws of North Carolina, and the consultant awarded the contract shall comply with applicable Federal, State, and local laws and regulations.

Equal Opportunity: The Town of Franklinton seeks to ensure that all segments of the business community have access to supply the services needed. The Town provides equal opportunity for all businesses and does not discriminate against any provider regardless of race, color, religion, age, sex, notional origin, or disability. The Town encourages minority and women owned business participation in the contracting process.

Confidentiality: RFP responses will become public record and, therefore, are subject to public disclosure once a contract is awarded.

Contract: The contract will be awarded to a single firm. The contract for services will begin once all parties have signed a contractual agreement for the project. This RFP and the firm's response to the RFP will be incorporated into the contract for the project.

Franklinton YMCA Membership Feasibility Study Project Proposal Cost Summary

Please submit this sheet with your proposal.

Project Activity	Hourly Rate	Total Cost
Project Demographic Research	\$	\$
Preparation of Study Materials	\$	\$
Presentation of Study Findings	\$	\$
Other Activities (please describe)	\$	\$
Total Proposed Cost:		