

Request for Proposal

Comprehensive Feasibility Study

For: Proposed Cumberland County Aquatic Center Project

Fayetteville, North Carolina

1.0 Introduction:

Cumberland County is soliciting a Request for Proposal (“RFP”) from interested persons or organizations (“Applicant”) qualified as a consultant (Project Manager) to conduct a **comprehensive feasibility study** for a proposed **Aquatic Center** (the “Project”). The study will evaluate community needs, potential facility features, site options, capital and operating costs, and long-term sustainability.

The Applicant shall select and organize a team appropriate for the Scope of Work for the Project.

The Applicant and its team must clearly demonstrate the ability and expertise to provide required services, staffing, and resources to complete the Project.

2.0 Project Data:

General:

The Project:	Cumberland County Proposed Aquatic Center
The Owner:	Cumberland County
Location:	Fayetteville, North Carolina

Background:

Cumberland County has identified a need for enhanced aquatic recreation facilities to serve residents and visitors. This study will help determine the most viable approach to developing an aquatic center that is financially sustainable, environmentally responsible, and aligned with community priorities. A community key stakeholder meeting was held in August of 2025. Some of the priorities mentioned during the meeting were as follows:

Competition/Athletic Features:

- Competition level swimming & diving amenities (multiple mentions)
- Olympic sized pool / World-class pool
- Multiple pool types (lap, recreational, diving)
- Adequate seating capacity (2,500+ mentioned)
- Stadium seating overlooking pool.
- Technology integration

Background (continued)

Community/Programming Features:

- Balanced use - K-12, Tourism, Recreational
- Multi-use/flexible facilities
- Meeting & private event function spaces
- Training/education spaces (pools)
- Community accessibility for all ages
- Wellness/educational classes

Accessibility & Practical Features:

- ADA focus, "Not After-Thought"
- Adequate parking capacity & amenities
- Easy access/transportation
- Food truck access
- Handicap accessibility
- Appropriate patron capacity & amenities

Economic Development Features:

- Tourism draw/heads in beds
- Support for competitions (High School, College, National competitions)
- Revenue generation through programming
- Economic impact on surrounding businesses

Schedule:

The owner's goal is to determine the schedule after receiving the results of the feasibility study. Currently the goal would be to complete the proposed aquatics center by May 1, 2029.

3.0 Scope of Work

3.1 Community Engagement

- 3.1.1 Project Manager shall Conduct surveys, focus groups, and public meetings to engagement community support for a county aquatic center facility.

3.2 Market Analysis

- 3.2.1 Project Manager will review community demographics, competition, and trends in aquatics education and recreation as part of the feasibility study.

3.3 Site Analysis

- 3.3.1 The Project Manager will evaluate and recommend three potential locations for the proposed aquatics center. Reconcile schedule for punch list items, final inspections, and Owner move-in and start up.

3.4 Conceptual Design

- 3.4.1 The Project Manager will provide at least two conceptual layouts with amenities (e.g., lap pool, leisure pool, splash pad, therapy pool).

3.5 Financial Analysis

- 3.5.1 The Project Manager will provide as part of the study an estimate of capital costs, operating expenses, revenue projections, and funding options.

3.6 Implementation Plan

- 3.6.1 The Project Manager will provide phased development recommendations and timelines.

3.7 Additional Support Services. As additional support services, Project Manager shall:

- 3.7.1 Provide Estimation for total project costs
- 3.7.2 Provide/Project Full FF&E Coordination Services

4.0 Project Deliverables

- 4.1 Written feasibility report with findings and recommendations
- 4.2 Conceptual site plans and renderings
- 4.3 Financial pro forma and cost-benefit analysis
- 4.4 Presentation to County Commissioners and community stakeholders

5.0 Request for Proposal Submission

5.1 General Project Team Information: Include in your firm's qualifications statement, the following information about your firm and all key project team members:

- 5.1.1 Cover letter: Cover letter must include: (a) name, title, address, and phone number of the principle contact person, and name, address, phone number of any location where the Project's assigned personnel are based.
- 5.1.2 Company Overview: Include a general company overview of each key member of the Project team including location, size, years in business, and years key Project team member has been with the company.
- 5.1.3 Insurance Certificate: Certificate of insurance evidencing the firm's current limits of liability for commercial general liability, business automobile liability and professional liability insurance.

5.2 Project Specific Information: Include the following information relevant to the Scope of Work for your firm and any key project team members that will provide any portion of the Scope of Work:

- 5.2.1 Experience: Describe any relevant experience of your firm and separately, the key personnel for large scale projects similar in scope to the Project. Include in this information the following:
- 5.2.2 Project Description: Project name, location, completion date (or projected), total construction value, brief description of project and the firm's role.
- 5.2.3 Project Team: Identify your team members and joint venture partners (if any) who were assigned to the project and the roles and duties they performed.
- 5.2.4 Client: Provide the client's name and contact information. Include the name, title and telephone number of the client contact most familiar with your services on the project. If they are no longer with original client, indicate organization of reference.

5.2.5 Project Team: Provide a list of the primary project team contact information.

5.2.6 Project Schedule: If applicable provide relevant dates.

5.3 Project Team and Organization: Provide resumes for the proposed project team, including the individual proposed to be designated as the contact for Project Manager and any other proposed key staff. Each resume should include at least one paragraph description of the duties and responsibilities of the individual's proposed project role. List the prior experience of such key personnel on similar projects. Include any registrations, licenses, or professional certifications of the staff if applicable.

5.4 Management Systems: Describe the record keeping, reporting, monitoring and other information management systems that your firm would propose to use for the Project. Describe the scheduling and cost control systems that your firm would propose to use for the Project.

5.5 Fee Proposal: Outline fee structure and description of the basis of fees. Provide calculation of fees and the assumptions that it is based.

5.5.1 Provide basis of Fee (percent of construction, lump sum services, hourly basis, etc.)

5.5.2 Provide list of disciplines with corresponding rate structure i.e.

Project Executive

Project Manager

Assistant Project Manager

Accounting

Administrative

Technical

6.0 Interviews and Selection

6.1 Review Criteria: The Selection Committee shall verify evaluation and rank the RFP Submittals in accordance with the weighted criteria below:

No.	Evaluation Criteria	Weight
1	Understanding of the project and proposed strategies.	20
2	Cost effectiveness and affordability of the proposed fee structure and ability of the firm to maximize use of funds allocated for the project.	10
3	Qualifications of personnel, approach to deliverables, and quality of recommendations.	20
4	Relevant experience in undertaking projects of similar scope, complexity, importance and value, and lessons learned to be applied to this project.	20
5	Presentation and Interview.	20
6	Quality and clarity of proposal.	10
	Final Criteria Ratings (out of a total of 100 points)	

In making an RFP submittal for this solicitation, the Applicant acknowledges and understands that the evaluation and ranking of the submission by the Panel is inherently subjective and Applicant agrees that the evaluation and ranking by the Panel is within the sole discretion of the Panel.

Short List: Following the deadline for receiving proposals, Cumberland County will review the proposals and develop a short list of firms to be interviewed. Those firms that are invited to Interview will be expected to have key personnel available for presentation and interview at a future date to be set by the County. Representatives from County Management and Staff will be in attendance for the interviews.

Following the interviews, the County anticipates recommending a selected firm to the Board of Commissioners at the next regularly scheduled Agenda Session meeting.

6.2 Negotiation: Following the selection of a firm, the County will engage the firm for review of the proposed contract to evaluate project scope and cost. The Board of Commissioners will review the contract recommendation made by County Management and Staff at their next regularly scheduled Agenda Session meeting. In the event the top selected firm and the Owner are unable to come to agreement on the final negotiated fee and terms of contract, the owner may go to the next highest ranked firm.

6.3 Selection: Following completion of the evaluation process, the Selection Committee will select finalists for interviews. The Project Manager will notify all Applicants of the evaluation results and schedule interviews for final award of this solicitation.

6.4 Selection Schedule (Cumberland County has the flexibility to amend the timeline as it sees fit and will communicate any changes to all interested parties in writing):

- 6.4.1 RFP Issued, December 31, 2025
- 6.4.2 Due date for all questions 5:00pm EST, January 30, 2026
- 6.4.3 Submissions Due 5:00pm EST, February 17, 2026 – ELECTRONIC and 5 x HARD COPY
- 6.4.4 Interviews to be held the week of March 2, 2026
- 6.4.5 Date for Notification of Selection week of March 9, 2026

7.0 Instructions for Submissions

7.1 Submission: (Digital and Physical copies x 5, to:
Mr. Clarence Grier, County Manager
Cumberland County Engineering Department
130 Gillespie Street, Suite 214
Fayetteville, NC 28301

7.2 Questions/Inquiries (Point of Contact): Mr. Clarence Grier, cgrier@cumberlandcountync.gov

7.3 Communications: Please conduct all correspondence by email.

7.4 Addenda: This RFP shall be modified only by a written addendum issued by the Owner. It is the responsibility of the proposers to verify that they have received and incorporated into their responses all changes due to addenda issued to this RFP.

7.5 Proposer Costs: Owner assumes no responsibility for costs incurred in the preparation, presentation, or submission of the qualification statements.

7.6 Insurance Requirements (List of the coverage and limits required if limits need to be dictated. Not Used if just evidence in section 5.1.3 is acceptable)

7.7 Reserved for additional instructions