



STRATEGIC MASTER PLAN SERVICES REQUEST FOR STATEMENTS OF INTEREST, QUALIFICATIONS AND PERFORMANCE DATA

1. PROJECT OVERVIEW

The Lisle Park District is seeking professional services from qualified consulting firms with diverse local and national experience in the field of Parks & Recreation in the development of strategic master plans. The Lisle Park District Strategic Master Plan will serve as the District's vision, guiding principles, resource allocation and prioritized action plan to meet the identified needs of the community.

The primary purpose of the Lisle Park District Strategic Master Plan is to create a clear and realistic set of goals, objectives, forecasted needs and implementation strategies that will provide direction for the agency. These goals, objectives, forecasted needs and implementation strategies will consider at a minimum such elements as recreation programming; land acquisition and development; park and facility maintenance, renovations and improvements; marketing and public relations; fee structures; alternative sources of revenue; technology; and opportunities to expand partnerships and other collaborative efforts.

The Plan shall include recommendations, supporting research and data, and measurable action items that are easily interpreted and implementable. These recommendations will position the Lisle Park District to achieve accreditation through the National Recreation and Park Association's Commission for Accreditation of Park and Recreation Agencies (CAPRA) and Distinguished Park and Recreation Agency Accreditation through the Illinois Association of Park Districts and the Illinois Park & Recreation Association. Therefore, qualified firms must possess proven experience in developing plans that comply with CAPRA standards and for agencies that have achieved these accreditations.

The planning process must be inclusive and present opportunities for all segments of the Lisle Park District to express their opinions on leisure services. The consultant must demonstrate the ability to link diverse issues together into a cohesive and workable plan.

2. LISLE PARK DISTRICT PROFILE

The Lisle Park District is located 25 miles west of Chicago in DuPage County, Illinois. The Park District was incorporated in 1967 and currently serves a population of approximately 32,000 residents covering 12 square miles. While the current boundaries of the Village of Lisle encompass approximately 23,000 people, the Lisle Park District boundaries extend beyond those of the Village and serves sections of unincorporated DuPage County. The Lisle Park District is a Board-Manager form of government comprised of a 5-member elected Board of Park Commissioners whose chief executive officer is the Director of Parks & Recreation.

With 40 full-time and over 300 part-time and seasonal employees, the Lisle Park District manages and maintains 40 sites totaling close to 400 acres including the 112 acre Community Park, award winning Sea Lion Aquatic Park, River Bend Golf Club and Wheatstack – A Midwestern Eatery & Tap, Community Park Fitness Center, the Museums at Lisle Station Park, and the 40,000 square foot Recreation Center. In addition to these facilities, the Lisle Park District enjoys an intergovernmental agreement with Lisle Community Unit School District 202 for the shared use of grounds and facilities. Several Park District services are provided in School District 202 facilities while District 202 utilizes Park District open space for many of their athletic programs and physical education activities. The Park District offers a wide array of programming opportunities serving early childhood, youth, teens, adults and active adults (50+) including preschool, performing arts, sports, camps, before and after school programs, active adult programming and trips, dozens of special interest programs, seasonal special events and programs and facility space for individuals with special needs through the South East Association for Special Parks & Recreation (SEAPSAR), a special recreation cooperative of which the Lisle Park District is a founding member.

From the early 1970s through the early 1990s the Lisle Park District experienced periods of rapid land acquisition and development, extensive recreation programming growth, facility acquisition and construction, and significant growth in personnel. As the Lisle area evolved, opportunities for land acquisition have slowed and recent park additions have primarily been the result of in-fill residential developments and collaboration with these developers. From the mid-1990s until present day, the Lisle Park District has focused largely on maintaining current infrastructure while still trying to accommodate the growing demand for services. A failed referendum to construct an 80,000 square foot recreation center in 2008 resulted in a return to the drawing board and led to the 2010-11 purchase and renovation of an existing 40,000 square foot manufacturing facility that today serves as the District's Recreation Center. This facility includes the Gentle Learning Preschool, Senior Center, dedicated program space for SEASPAR, administrative offices and multipurpose rooms. The Recreation Center is situated adjacent to the District's Community Center, Sea Lion Aquatic Park and Community Park. This facility has been very well received by the community as the District continues to realize the increased program participation and program/event diversity it has helped provide.

The District makes concerted efforts to reduce its reliance on tax dollars and has allocated increased resources to communications, marketing, alternative revenue generation and collaboration with other public and private entities within the Lisle area. In 2015, the District completed a *Cost Recovery, Resource Allocation and Revenue Enhancement Study* that engaged the community in determining a rational, thoughtful approach to allocating tax dollars and setting fees for programs and services.

3. SCOPE OF WORK

- A. With Lisle Park District team, develop detailed goals and objectives for the Strategic Master Plan. Develop a detailed and specific project outline. Identify agreed upon communication methods and develop a meeting schedule for the duration of the project.
- B. Review the Lisle Park District 2006 Master Plan; 2010 Community Survey Findings Report; 2015 Cost Recovery, Resource Allocation and Revenue Enhancement Study; and other relevant District documents to assure a thorough understanding of existing conditions and influences.
- C. Review and update the District's Mission and Vision statements. Develop statement of Core Values.
- D. Conduct a high level inventory and evaluation of existing Lisle Park District parks and facilities.
- E. Evaluate the success and condition of services and recreational programs.

- F. Review and evaluate existing cooperative use agreements, partnerships and affiliate agreements.
- G. Perform a demographic analysis. Assemble and evaluate appropriate data to determine existing population characteristics of the community and create a demographic profile. This profile shall include current census and other available data and projected population by age group, ethnicity, size of household and income.
- H. Conduct stakeholder meetings, focus group meetings, and other public engagement initiatives to assure feedback is solicited and gathered from all areas of the District. Ensure digital engagement through website and on-line surveys.
- I. Develop and administer a statistically valid community needs assessment survey with a proportionate number of surveys targeting each of the Lisle Park District's 34 voting precincts.
- J. Perform a comprehensive level of service analysis. This analysis should include evaluating current program offerings and identifying possible gaps in service areas, mapping existing parks and facilities with identified service areas, a comparative analysis to agencies of similar size and make-up, and recommendations to improve services based on findings.
- K. Conduct a financial analysis to include at minimum budget procedures, revenue sources, operating expenditures, capital expenditures, current debt, pricing strategies, fee structures, and alternative funding sources.
- L. Prepare a final report. The final report must contain a written implementation plan based on findings that provides clear direction for the Lisle Park District. This plan should include a detailed list of priorities for recreation programs, park improvements and facility needs. It should also provide recommendations for operations, staffing, marketing, revenue enhancement and funding strategies.

4. SUBMISSION PROCESS/INSTRUCTIONS

Statements of Interest, Qualifications and Performance Data shall be submitted in one (1) letter size bound copy and in a digital file PDF format and will be received until 10:00 a.m., March 23, 2020. Submittals received later than the posted deadline will not be considered. Submittals must be clearly identified as "Lisle Park District Strategic Master Plan Services" and delivered to the address listed below, which is the contact information to be used for all communication regarding this project.

Dan Garvy, Director of Parks & Recreation
Lisle Park District
1925 Ohio Street
Lisle, Illinois 60532

Telephone: (630) 353-4310
Fax: (630) 964-7448
Email: dgarvy@lisleparkdistrict.org

Interested firms must use the following outline when completing the Statement of Interest, Qualifications and Performance Data:

- A. Letter of Interest
- B. Firm Profile
 - 1. Number of years in business
 - 2. Names of principals in firm

3. Primary contact
4. Professional affiliations

C. Qualifications

1. Description of services routinely provided.
2. Resumes of key personnel, including project manager, who will be assigned to the project with their specific roles clearly identified.
3. Availability of necessary resources including staff, technology, etc. that will be utilized for this project.

D. Related Work Experience

1. Describe firm's experience in working with park and recreation agencies in the development of strategic master plans. Experience should be with agencies in different areas of the country representing a variety of different sizes, budgets, amenities, challenges, opportunities, etc. Experience should demonstrate familiarity with CAPRA standards and agencies with Illinois Distinguished Agency accreditation.
2. Provide a list of a minimum of ten (10) completed projects in the last five (5) years of similar scope.
 - a. Project name and location
 - b. Year completed
 - c. Description of project
 - d. Contact information (name, address, telephone number, email address, etc.)
3. List projects currently under contract

E. Project Approach

1. Describe the approach the firm will take in order to meet the expectations of the Scope of Work, demonstrate the firm's understanding of the project and relevant issues, and assure the completion of what the firm considers a successful comprehensive strategic master plan.

F. Subcontractors

1. Identify any portions of the project that would be subcontracted.
2. Provide the name, background and qualifications of each subcontractor, along with the names and qualifications of the individuals who will be assigned to this project.

G. Provide a project timeline

5. SELECTION PROCESS

The Lisle Park District will evaluate the firms submitting letters of interest based on qualifications, ability of professional personnel, past record, local and national experience, performance data on file, current workload, ability to complete the project in a timely manner, and availability of necessary resources such as staff and technology.

On the basis of Lisle Park District's evaluation of each firm's submission, it will choose no less than three (3) firms which it determines to be the most qualified to provide Strategic Master Planning Services and place them in rank order. The Lisle Park District will then contact the firm ranked most preferred and attempt to negotiate a contract at a fair and reasonable compensation. If the Lisle Park District is unable to negotiate a satisfactory contract with the firm that is most preferred, negotiations with that firm will be terminated. The Lisle Park District will then begin negotiations with the firm which is next preferred, and so on.

The selection process shall begin on March 23, 2020 and the Lisle Park District anticipates awarding a contract on April 16, 2020.

The Lisle Park District reserves the right to reject any and all submissions in whole or in part, to waive any and all informalities, and to negotiate a contract with the firm the Park District, in its sole discretion, determines to be the most capable in being able to provide the requested services.