

TOWN OF DAMASCUS
Request for Proposals # 2024-02
Gap Analysis and Feasibility Study

The Town of Damascus is seeking proposals from qualified firms to provide professional services in completing a Gap Analysis and developing a Feasibility Study.

Project Description. The Town seeks to complete a Gap Analysis and Feasibility Study to identify the feasibility of redeveloping an approximately 22-acre parcel of land, located along Mountain City Rd/Rte. 91, adjacent to Laurel Creek, known as the “former VFW property” and most recently owned by the Washington County IDA. The property is just outside the corporate boundaries of the Town of Damascus. The Mount Rogers Planning District Commission and the Town of Damascus are also requesting a Gap Analysis to be completed as part of the process. The Report should focus on developing options for successful development of the site based on the needs of the Town of Damascus. This would be accomplished by assessing the site, identifying goals & requirements, and summarizing the cost for the components identified.

Scope of Services. The services requested in accordance with this Request for Proposals which includes two processes/products as described in the following sections.

1. The Gap Analysis Report shall include the following processes:
 - Identification of the current physical conditions of the Town and site, space utilization, financial position, policy and land use positioning, and available assets.
 - Determine future direction of the Town through analysis of past stakeholder engagement, updated SWOT analysis, and other strategic planning processes.
 - Identify the short and long-term goals of the Town to achieve its ideal state.
 - Determine the gaps between current and future states of the Town and generate action steps.
 - Complete a plan to implement the town’s ideal state.
 - Identify three (3) potential development options for the 22-acre site (coincides with Feasibility Study).
 - Create an RFQ template process or other specific actions steps for one of the potential development options.

2. The Feasibility Study shall identify the feasibility of three (s) development options for the approximately 22-acre site, the “former VFW property”, through the following:
 - Conduct a market analysis to determine market demand(s), size and potential, competition, and relevant trends.
 - Determine whether each option concept can be practically implemented utilizing technology and/or equipment readily available or that may be available in the near future.
 - Identify any technical challenges associated with each of the three (3) development options.

- Identify any necessary non-profit, intergovernmental, or private partnerships necessary for implementation of each presented option.
- Determine the financial feasibility for each option concept.
- Identify physical constraints and opportunities and determine a range of probable costs for each major construction component. Outline a development budget and determine potential financing sources.
- Determine each option's operational feasibility long-term.
- Evaluate the social and environmental impacts.
- Compile a risk assessment for each option presented.
- Create cost estimates for each option (coincides with Gap Analysis).

Selection Criteria. Proposals will be evaluated on the following criteria:

- 1) **Related Experience:** Provide a list of projects that you have done that are similar to this project and describe how this experience will benefit you while working on this project if you are the selected firm.
- 2) **Qualifications of the Specific Individuals to Provide Services:** Provide resumes of each individual and team assigned to this project highlighting their qualifications for this job.
- 3) **Current and Projected Workloads:** Address each person's availability and capacity to be assigned to this project throughout the planning and development process.
- 6) **References:** Provide a list of persons from previous and current projects familiar with your work and including the type of project(s) for which you worked with them, including their email addresses and phone numbers.
- 7) **Proximity to the Project:** Provide information on the proximity of project team members to the project site and the ability to have ready access to the project site.
- 8) **Proposed Approach for Implementation of Project:** Provide a narrative as to how your firm proposes to work with the Town to complete this project.

Selection Process. A Selection Committee appointed by the town will review and rank proposals received from each firm. After each firm has been evaluated individually by each member of the Selection Committee, they will be totaled in aggregate and ranked in priority order. The Committee will invite (at a minimum) the two highest ranked responders to give a presentation to the Selection Committee to be followed by an interview with the Committee. Following the interview process, the committee will finalize the ranking and subsequently enter into negotiations to determine the final scope of services and fees for said services in accordance with the Town's budget.

If a contract cannot be successfully negotiated with the leading candidate, the town will negotiate with the second highest ranked candidate and so on until a contract has been successfully negotiated.

The Town reserves the right to reject any or all proposals and to waive any minor technicalities, informalities, and irregularities.

Submission of Proposals. The Town of Damascus will be accepting written responses to its Request for Proposals for services until **2:00 p.m., Friday the 27th of September, 2024 at the Damascus Town Hall, 208 East Laurel Ave, Damascus, VA 24236.**

Please address all questions and proposals to Chris Bell, Town Manager. Digital submissions may be sent to townmanager@damascus.org and must be accompanied by print copies as stated below.

Responders shall submit three (3) physical copies of their proposal to the address listed below. Responders shall also submit their proposal in digital format, in addition to the requirement for three (3) physical copies.

Each responder is cautioned not to submit responses in any other manner than that listed.

Any contact or submittal that does not follow the included instructions may be rejected. Proposals should be prepared simply and economically, providing a straightforward, concise description of the responder's ability to meet the requirements of this RFP, keeping the number of pages to a minimum. Emphasis should be on completeness and clarity of content.

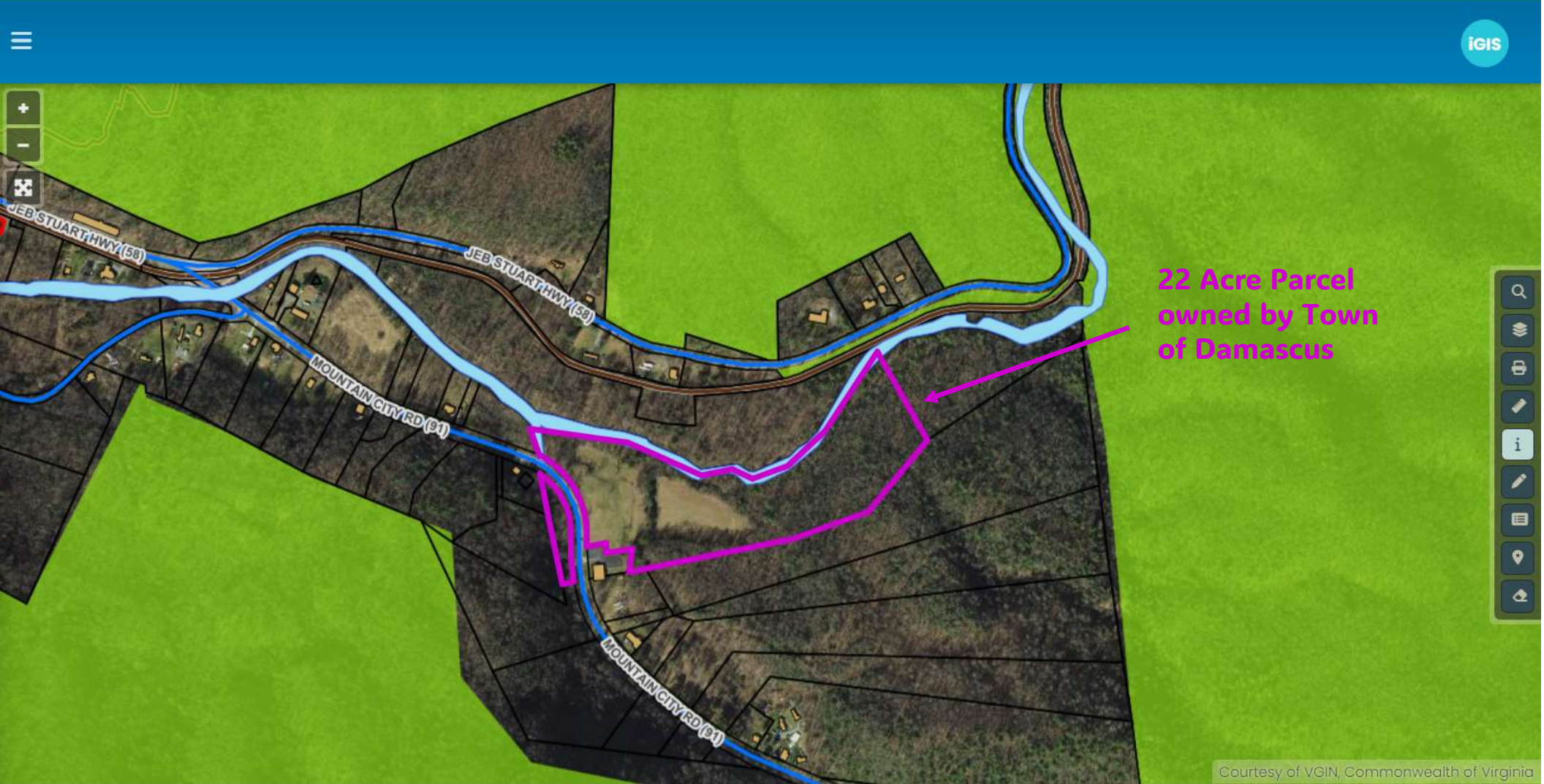
For additional information and to submit proposals, direct communications to:

Town of Damascus
ATTN: Chris Bell, Town Manager
208 West Laurel Avenue
Damascus, VA 24236

townmanager@damascus.org

RE: Town of Damascus RFQ # 2024-02

The Town of Damascus is an Equal Opportunity Employer and will not discriminate on the basis of race, color, religion, sex, national origin, age, or handicap. Minority and female-owned firms are encouraged to participate. The town reserves the right to reject any or all proposals and to negotiate with the most responsive responder in the best interest of the locality, for current or future community development projects.



22 Acre Parcel
owned by Town
of Damascus

Courtesy of VGIN, Commonwealth of Virginia

