



Request for Qualifications

Parks, Recreation, and Open Space Comprehensive Plan

January 12, 2026

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1 Introduction

The Town of Leland is seeking proposals from qualified, professional consultants who will assist in updating the Town's Parks, Recreation, and Open Space Comprehensive Plan ("PROS Plan") for the Town's Parks, Recreation, and Cultural Resources ("PRCR") department. The PROS Plan shall expand upon the 2018 Parks, Recreation, and Open Space Plan ("2018 PROS Plan") prepared by PRCR. The successful proposal will provide qualifications for the development of the PROS Plan, including relevant experience and references, as well as a brief narrative of the firm's approach to the PROS Plan's development. The consultant awarded this contract will have the primary responsibility of developing the document and will work in coordination with the Town of Leland's Recreation Manager and Recreation Resources Service (RRS).

All qualifications must be received by 5:00 PM on February 20, 2026. Inquiries, amendments, or submissions received after the time and date listed above shall not be considered for evaluation.

Questions, requests for information, and responses to this RFQ shall be addressed and delivered and/or emailed to:

Town of Leland Parks, Recreation, and Cultural Resources Department
Attention: Tim McNeilly, Recreation Manager
1212 Magnolia Village Way
Leland, NC 28451
tmcneilly@townofleland.com
(910) 385-9891

Written questions shall be submitted no later than February 9, 2026. Questions should be emailed to tmcneilly@townofleland.com. Only written questions will be considered formal. Any information given verbally or by telephone will be considered informal. Any questions that the Town feels are pertinent to all qualifications will be included as an addendum to the RFQ.

The Town of Leland reserves the right to reject any and all submissions for any reason or no reason. This RFQ does not obligate the Town to pay any cost incurred by respondents in the preparation and submission of a response nor does it obligate the Town to accept or contract for any expressed or implied services.

2 Parks History and Overview

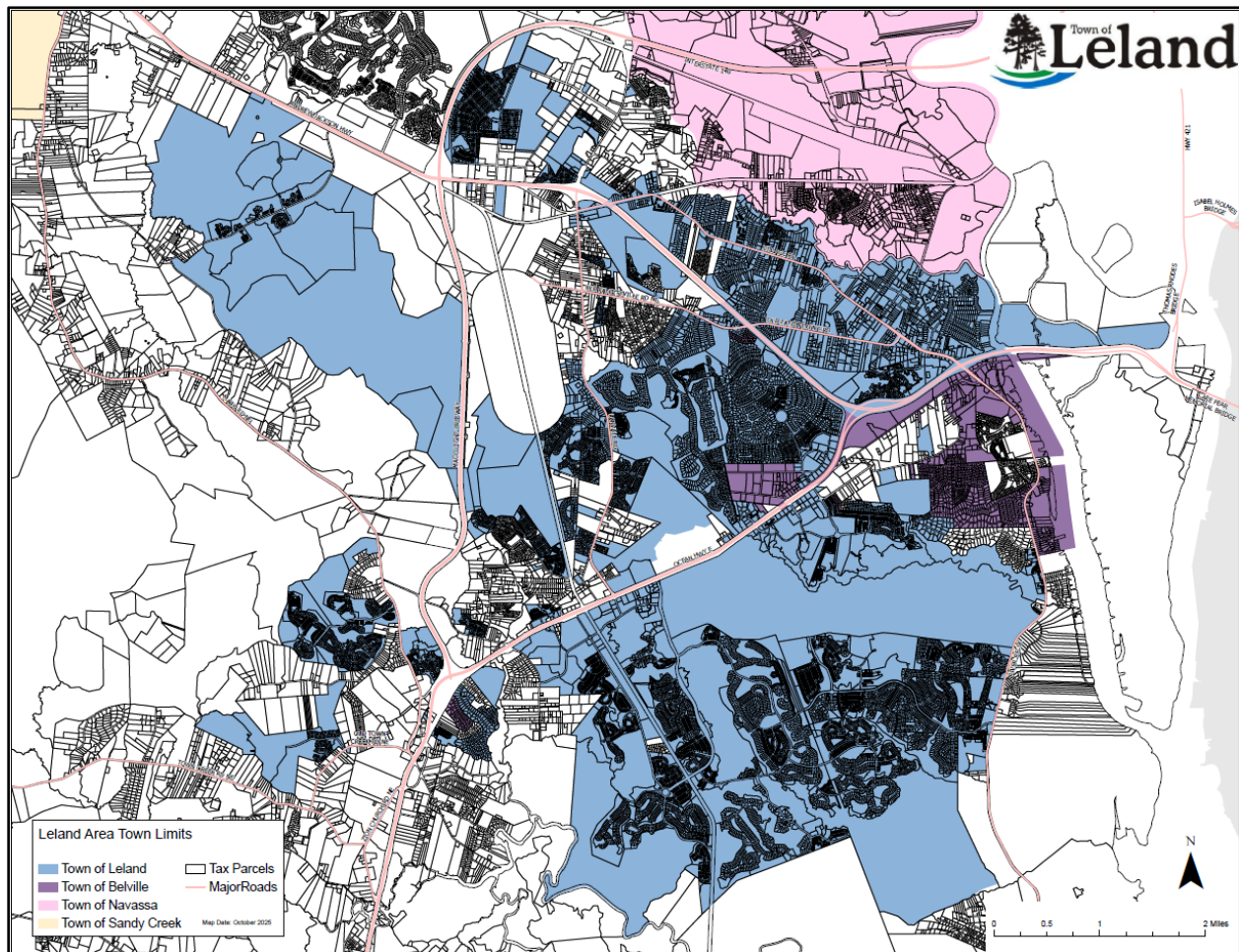
The Town is less than 20 miles from the coast, offering a diverse landscape of forests, wetlands, and farmland, and access to recreational activities such as boating, fishing, and golf. The Town is also located within the Gullah Geechee Cultural Heritage Corridor, a National Heritage Area managed by the Gullah Geechee Cultural Heritage Corridor Commission, that spans from southern North Carolina to northern Florida 30-miles inland from the Atlantic Ocean.

The Leland Parks and Recreation Department was created in the fall of 2008. In the early stages of the Department, recreation programming was limited due to a lack of facilities. In 2015, the Town constructed the Leland Cultural Arts Center ("LCAC") to address this issue. In the ten years since the construction of the LCAC, PRCR has increased offerings to more than 300 programs and continues to expand each session.

Founders Park is the flagship facility in the Town. The recently renovated park provides many amenities for residents, including an amphitheater, multi-use trail, pavilion, playground equipment, splash pad, veterans memorial, and free wireless internet, along with other features that allow residents to enjoy the area.

Westgate Nature Park, Cypress Cove Park, and the Leland Disc Golf Course offer a range of recreational amenities such as an elevated nature boardwalk, a fishing pier and kayak launch, and a 12-hole disc golf course, respectively. Three properties are also under consideration for future park developments to be known as Sturgeon Creek Park, Loblolly Park, and Sweetbay Park.

Additional acreage has been acquired but conceptual designs to determine the best use of the facilities have yet to be created. PRCR also benefits from trails and paths that allow the citizens of Leland and visitors from outside the area an opportunity to enjoy the local nature of the area and improve their health and wellness.



3 Background

In 2025, the Leland Tourism Development Authority (LTDA) adopted a Tourism Development Strategic Plan that sets out a five-year scenario to develop greenways, blueways, and nature-based tourism.

In 2024, the Town adopted the 2030 Strategic Plan in which the Town commits to preserving green spaces, open areas, water access, and conservation lands for the enjoyment of current and future generations.

Also in 2024, the Town adopted the Green Network Plan Framework Guide which serves to support proactive, responsible, and sustainable planning by promoting the connectivity of residents and visitors of Leland to nearby environmental resources and recreational opportunities within the area. That plan lays out goals and objectives such as creating a linked open space network that supports environmental connectivity of trails and blueways.

In 2021, the Town adopted the Leland 2045 – Planning for Generations Comprehensive Plan (“Leland 2045”) to serve as the principal guiding document when addressing long-term goals, growth, and development. Leland 2045 is a planning document that outlines goals, policies, and implementation strategies including promoting health and wellness activities in parks, open spaces, and recreational facilities.

The 2018 PROS Plan revised and finalized the previous Draft 2016-2021 Town of Leland Parks, Recreation, and Open Space Master Plan and associated surveys and studies. The plan reflected the recent organizational and programmatic changes and considered the most current population data and expected growth of the community at the time. The primary focus of that comprehensive plan was on parks, open space, amenities, and a potential recreation center, along with the LCAC.

4 Related Documents

Primary Resources

- [Leland 2045 Comprehensive Land Use Plan](#)
- [Green Network Master Plan Framework Guide](#)
- [Leland Parks, Recreation, and Open Space Plan 2018](#)

Secondary Resources

- [Town of Leland 2030 Strategic Plan](#)
- [Leland Tourism Development Strategic Plan](#)

5 Scope of Services

The selected firm/consultant will be responsible for, but not limited to, the following tasks:

1. Summarize the jurisdiction’s geographic area, population, demographics, and growth trends. Include relevant charts, maps, and population projections.
2. Facilitate the community engagement process: surveys, workshops, focus groups, and public meetings. Summarize key findings and community priorities for parks and recreation.
3. List and map all existing parks and facilities, including type, size, amenities, and condition assessments. Include GIS-based service area and accessibility maps.

4. Analyze current levels of service by park classification including the identification of service gaps, duplication, and underserved areas.
5. Outline overarching goals and measurable objectives for the parks and recreation system. Align them with community needs and regional trends.
6. Provide short- and long-term recommendations for park improvements, land acquisition, new facility development, and programming priorities.
7. Describe methods for funding projects, maintenance, partnerships, and volunteer involvement. Include implementation phasing and responsibilities.
8. Include survey data, public meeting summaries, adoption resolution or minutes, maps, technical studies, and other supporting documents.

Opportunities to Consider

Over the past several years, the Town has taken steps towards the creation of its first-ever nature preserve. This preserve, located near the intersection of Highway 87 and Colon Mintz Road along the Batarora Branch waterway, lies within an area rich in natural and cultural heritage, featuring forested wetlands and upland pine habitats, and is home to diverse plant and wildlife species. The total acreage the Town owns in the area is 999.96 acres with the Town continuing to pursue additional opportunities to expand the preserve, reinforcing its commitment to preserving green spaces for current and future generations. Visible improvements to the property, such as trail improvements, parking and restroom facilities, and programming to engage the community in conservation and environmental stewardship, are anticipated within the next three to five years.

6 Proposal Requirements

The Proposal shall be submitted as a single electronic document. A table of contents with corresponding page numbers shall be included for easy reference to the material contained within. Firms are not required to submit hard copies of the proposal, however if a firm chooses to provide hard copies, no more than three (3) should be provided. The following information must be included in the Proposal:

- A. Introductory Letter: Include a letter from a firm principal stating the firm's name, contact information (i.e., phone, e-mail, etc.), primary contact person for preparing the PROS Plan and their contact information, brief history of the firm, a general statement of interest in providing the Services to the Town, and any other information which may be relevant about the firm and its qualifications.
- B. Project Team: Provide an organizational chart specifying key personnel who will provide the Services, including brief resumes and statements of responsibilities and roles.
- C. Understanding of Scope of Work Statement: Firms should include a general outline of the specific methodologies and approaches to providing the services. Indicate any work or resources that are to be subcontracted or assumed to be provided by the Town.
- D. Qualifications: Demonstrate general qualifications and areas of expertise by providing two (2), but no more than five (5), relevant examples of similar comprehensive recreation plans in which the proposer was either lead or played a significant role. North Carolina experience is preferred.
- E. Project Schedule: Provide an anticipated schedule for completion of the PROS Plan and what methods your firm uses to ensure the schedule is met. If a contract is awarded, the selected firm must be able to begin work immediately and move promptly toward completing the Services. Describe the firm's capacity to complete the Services in a timely manner and note current workload, backlog, and anticipated work within the next six (6) months.

- F. Fees: The Proposal must include a not-to-exceed cost on a time and materials basis for providing the Services. Also, include a schedule of eligible reimbursable expenses, if any, such as mileage, printing costs, courier, etc.
- G. Why your firm? Provide any additional information to explain why your firm is best suited to provide the Services to the Town of Leland.

7 Selection Process/Evaluations Criteria

Consultant selection will be based upon a qualitative and quantitative evaluation of the qualifications submitted. During the review process, staff and a selection committee from the Town of Leland may request additional clarifying information from any consultant that submits a proposal. Staff and the selection committee will evaluate the responses to this RFQ, may interview the top-rated consultants, and will make a recommendation to the Parks and Recreation Board as to the selection of the consultant determined to be the most qualified for the project. It is anticipated that the Town of Leland and the selected consultant will enter into a professional services contract for the period beginning in approximately April 2026 through project completion.

8 Consultant Interviews and Awards

- Prior to making an award determination, the Town of Leland may conduct consultant interviews. Interviews may be conducted virtually.
- The chosen firm shall be responsible for obtaining and maintaining adequate liability insurance to fully protect the Town of Leland. The consultant shall furnish proof of this liability insurance to be attached to the executed copies of the contract. The chosen firm shall provide the following minimum limits of insurance coverage:

Worker's Compensation

Limits for:

Coverage A - Statutory State of NC

Coverage B - Employers Liability

\$500,000 each for accident and policy limit and occupational disease each employee

Commercial General Liability: \$1,000,000 Each Occurrence, \$2,000,000 Aggregate

Automobile Liability: minimum of \$250,000 per person, \$500,000 per occurrence for bodily injury, and \$1,000,000 for property damage

Umbrella: \$1,000,000

- The selected firm and its subcontractors comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes consistent with state law requirements for municipal contracts.
- A negotiation of the final contract price will be between the Town and the chosen firm. (NOTE: Consultants shall bear all costs incurred by their firm for interviews and the RFQ response preparation and shall not include such costs within the RFQ response).

9 Submittal Format and Deadline

Interested firms shall submit one electronic copy (PDF) of the complete proposal to the Town of Leland Recreation Manager:

Town of Leland Parks, Recreation, and Cultural Resources Department
Attention: Tim McNeilly, Recreation Manager
1212 Magnolia Village Way
Leland, NC 28451
tmcneilly@townofleland.com
(910) 385-9891

Complete submittals must be received no later than 5:00 PM on February 20, 2026. Submissions received after this deadline may not be considered for further review.

It is the sincere intention of the Town to make every effort to be fair and equitable in its dealings with all candidates for selection. If, however, the Town should determine that none of the respondents submitting are advantageous for the Services, the Town reserves the right to accept or reject any or all responses with or without cause. Issuance of this RFQ does not commit the Town of Leland to award a contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for related services or supplies.

