



Request for Proposals (RFP) Fundraising Consultant Services for Ashe County Recreation Center Project

Issued by:

Ashe County, North Carolina

Issue Date: January 10, 2025

Overview

Ashe County, North Carolina, is seeking proposals from qualified consultants to assist in assessing the feasibility of raising funds for the development of a new recreation center. The goal of this project is to identify and secure potential funding sources, including private donors, grants, and public funding, that will support the construction and operation of the recreation center.

The Ashe County Recreation Center is a key part of the county's commitment to enhancing community wellness and recreational opportunities. The center as proposed would have a variety of facilities, such as workout facilities, walking track, an aquatics center, and expanded childcare. These are facilities that citizens have requested during numerous planning efforts most recently in the 2021 Ashe County Comprehensive Parks and Recreation Master Plan.

The mission of this project and Ashe County Parks and Recreation is to continue to provide a range of quality wellness and recreational programs and facilities that enrich the quality of life for all our citizens and visitors.

Project Scope

The selected consultant will be responsible for the following tasks:

1. Feasibility Study

Conduct a comprehensive study to assess Ashe County's potential to raise funds for the recreation center. This includes analyzing the county's current resources, identifying gaps, and determining potential financial goals.

2. Identification of Funding Sources

Research and identify prospective private funders, public grants, and other funding sources that align with the project's goals. This includes state, federal, and nonprofit funding opportunities.

3. Fundraising Strategy

Develop a detailed fundraising strategy that includes outreach to potential donors,

identification of grant opportunities, and public engagement efforts. The strategy should outline short-term and long-term fundraising goals.

4. **Community Engagement Plan**

Propose methods for engaging the local community, including potential donors and stakeholders, in support of the recreation center initiative. This plan should address public outreach, communication, and ways to generate public interest.

5. **Implementation Plan**

Provide a clear timeline and action plan for executing the fundraising campaign. Include specific recommendations on resource allocation and steps necessary to secure funds.

Proposal Requirements

Consultants are invited to submit a detailed proposal that includes the following:

- **Company Background:** Provide an overview of your organization, relevant experience, and examples of similar projects.
- **Approach and Methodology:** Describe your approach to conducting the feasibility study and fundraising strategy development.
- **Team Composition:** Identify the key personnel who will be assigned to the project and their relevant qualifications.
- **Proposed Timeline:** Submit a proposed timeline for completion of the project tasks.
- **Budget:** Include a comprehensive cost proposal for the services requested, including any additional fees or potential expenses.
- **References:** Provide at least three references from previous clients who have worked with you on similar projects.

Submission Instructions

Proposals must be submitted no later than **1/31/2025, 5:00pm**. Late submissions will not be considered.

Please submit your proposals via email to:

Adam Stumb

County Manager, Ashe County

Phone: 336-846-5501

Email: adam.stumb@ashecountygov.com

Selection Criteria

Proposals will be evaluated based on the following criteria:

1. **Experience and Qualifications:** Demonstrated experience in fundraising for public projects, especially in rural or small communities.
2. **Understanding of Project Goals:** The consultant's understanding of the scope and objectives of the fundraising campaign.

3. **Approach and Methodology:** The proposed approach to conducting the feasibility study and fundraising campaign.
4. **Cost:** Reasonableness and transparency of the proposed budget.
5. **References:** Feedback from prior clients on similar projects.

Selection Timeline

Deadline for Questions:

January 22, 2025

All questions regarding the RFP must be submitted to Adam Stumb (Phone: 336-846-5501, Email: adam.stumb@ashecountygov.com) by this date. Responses will be provided to all potential proposers.

Response to Questions Posted:

January 24, 2025

All clarifications and responses to submitted questions will be posted and shared with potential proposers.

Proposal Submission Deadline:

January 31, 2025

All proposals must be submitted via email to Adam Stumb (adam.stumb@ashecountygov.com). Late submissions will not be accepted.

Proposal Review and Evaluation Period:

February 3-7, 2025

The evaluation committee will review all proposals during this period.

Consultant Interviews (if necessary):

February 10-14, 2025

Shortlisted consultants may be invited for interviews or further discussions, if necessary.

Consultant Selection and Notification:

February 17, 2025

The selected consultant will be notified by this date, and contract negotiations will begin.

Contract Finalization:

February 24, 2025

The contract will be finalized with the selected consultant.

Project Kickoff:

March 1, 2025

The selected consultant will begin the project on this date.

Questions and Clarifications

All questions or requests for clarification should be directed to:

Adam Stumb

Phone: 336-846-5501

Email: adam.stumb@ashecountygov.com

Disclaimer

Ashe County reserves the right to reject any and all proposals, waive any informalities or minor irregularities in the proposals received, and to accept the proposal that is in the best interest of the county.

We look forward to receiving your proposal and working together to develop a successful fundraising strategy for this important community project.

Ashe County, North Carolina

Additional Documentation and Key Staff

- [Ashe County Parks and Recreation Master Plan](#)
- [Family Central Recreational Facility Expansion](#)

Kevin Anderson

Parks and Recreation Director

336-982-6185 Office

kevinanderson@ashecountygov.com