



**TOWN OF PRINCEVILLE  
REQUEST for PROPOSALS (RFP)**

**Town of Princeville**

**Feasibility Study for the Town of Princeville 53 Acre Site**

**RFP # 03-19-25 TP**

**Issue Date: March 21, 2025**

**Mandatory Site Visit: March 27, 2025**

**Response Deadline: April 9, 2025**

**Town of Princeville  
Town Hall  
201 S. Main Street – PO Box 1527  
Princeville, NC 27886**



## **NOTICE of REQUEST FOR PROPOSALS**

### **Feasibility Study for the Town of Princeville 53 Acre Site**

#### **GENERAL**

The Town of Princeville is soliciting qualifications from qualified companies, interested in providing a feasibility study for the Town of Princeville's 53 Acre Site. The Town of Princeville will follow a Qualifications Based Selection process as required by North Carolina General Statutes.

A team of Town of Princeville staff members will review and select the top three qualified companies to present to the Board of Commissioners for the final decision. This Request for Proposal (RFP) provides complete information on the services being sought, the submittal requirements and timeline.

#### **SERVICES REQUIRED.**

**1. This proposal outlines the approach for conducting a feasibility study for the 53-acre tract of land in Princeville, NC, currently under construction and designated for mixed-use development. The purpose of the study is to evaluate the viability of developing this land for a combination of residential, commercial, and recreational uses while ensuring sustainable growth and economic feasibility for the Town of Princeville.**

**2. Objectives: The primary objectives of this feasibility study include:**

- **Assessing the technical, financial, and operational feasibility of the mixed-use development.**
- **Identifying potential risks and challenges associated with infrastructure, zoning, and environmental factors.**
- **Evaluating market demand for residential, commercial, and recreational spaces.**

➤ **Providing data-driven recommendations to support investment and development decisions.**

**3. Scope of Work** The feasibility study will be conducted in the following phases:

➤ **Phase 1: Preliminary Assessment** ● Define project goals and scope. ● Identify key stakeholders, zoning requirements, and regulatory approvals needed.

➤ **Phase 2: Market Analysis** ● Research industry trends and market demand for residential, commercial, and recreational components. ● Assess economic impact and potential for job creation. ● Conduct demographic studies to understand target market segments.

➤ **Phase 3: Technical Feasibility** ● Evaluate site conditions, topography, and environmental constraints. ● Assess existing infrastructure and utilities. ● Identify necessary improvements for roads, water, sewage, and stormwater management.

➤ **Phase 4: Financial Feasibility** ● Estimate project development costs, including land preparation, construction, and infrastructure. ● Project potential revenue streams from residential sales, commercial leases, and public amenities. ● Conduct cost-benefit and return-on-investment (ROI) analyses.

➤ **Phase 5: Risk Assessment & Mitigation** ● Identify potential financial, regulatory, and environmental risks. ● Develop strategies for mitigating risks related to flooding, zoning restrictions, and market fluctuations.

➤ **Phase 6: Recommendations & Final Report** ● Summarize findings and provide a detailed feasibility report. ● Present recommendations on project viability, funding sources, and implementation strategies.

**4. Methodology.** Involves data collection through market research, stakeholder interviews, environmental impact studies, financial modeling, and infrastructure assessments. Industry-standard tools and frameworks will be used to ensure accuracy and reliability in analysis.

**5. Deliverables**

➤ Initial project assessment report.

➤ Market and financial analysis reports.

➤ Environmental and zoning assessment report.

➤ Risk assessment matrix.

➤ Comprehensive feasibility study report.

➤ Presentation of key findings and recommendations.

**6. Project Timeline.** The feasibility study timeline is estimated and may vary based on the company’s availability and work load. The Town would like a detailed timeline as this will be taken into consideration when evaluating the proposal.

- **Week 1-2: Initial research and stakeholder consultations.**
- **Week 3-4: Market and financial analysis.**
- **Week 5-6: Environmental and infrastructure assessment.**
- **Week 7-8: Risk assessment and technical evaluations.**
- **Week 9-10: Report preparation and final presentation.**

**PROJECT SCHEDULE**

The project will follow the following schedule:

March 21, 2025	Advertisement of RFP for Feasibility Study
March 27, 2025	Mandatory Site Visit
<b>April 9, 2025</b>	<b>RFP responses due by 5:00 PM local time</b>
April 2025	Presentation of top 3 choices to board for decision/ Company Selection (Dated depends on boards availability for a special call meeting)
TBD	Contract Award (Commissioners Meeting)

**This contract will begin after the award is approved by the Town Board of Commissioners.**

**SUBMITTAL**

Request for Proposals must be received no later than **April 9, 2025**, at **5:00 PM**. Submit three (3) copies of proposals in a mailing container or envelope that is plainly marked on the outside with **“TOWN OF PRINCEVILLE”**. The town is not responsible for delays in the delivery proposals. We will not open any responses received later than the date and time stated above.

Proposals are to be **delivered** to:

**Mailing Address:**

Town of Princeville  
 Attn: Ronald Jackson  
 PO Box 1527  
 Princeville, NC 27886.

**Physical Address:**

Princeville Town Hall  
Ronald Jackosn, Interim Town Manager  
201 S. Main Street  
Princeville, NC 27886.

Questions about the RFP are to be submitted in writing, electronically to Ronald Jackson at [rjackson@townofprinceville.com](mailto:rjackson@townofprinceville.com). Questions must be received by March 28th, 2025. Responses to questions will be posted on the Town's website at [www.townofprinceville.com](http://www.townofprinceville.com).

Proposals shall not be considered confidential, and no information contained therein shall be treated by the Town as either confidential, proprietary, or trade secret information. The contents of the proposals shall be considered public records of the Town. Any firm submitting a proposal hereunder further acknowledges and agrees that the Town is a public entity, which is required to abide by laws governing public records and shall not be liable for disclosures required by law. All materials submitted in response to this RFP shall become the property of the Town upon delivery to the address set forth above. This RFP does not obligate Town of Princeville to pay any costs incurred by respondents in the preparation and submission of a proposal. This RFP does not obligate Town of Princeville to accept or contract for any expressed or implied services. The successful firm must ensure that services performed meet all current industry standards, follow best practices, and comply with all applicable laws and regulations.

Town of Princeville invites and encourages participation in the procurement process by businesses owned by minorities, women and disabled business enterprises. The Town of Princeville reserves the right to reject any and all proposals and to terminate this RFP at any time.

**REQUIRED PROPOSAL DOCUMENTS****Cover Letter**

Companies shall provide a cover letter that describes their interest in working with the Town. It should also include the following:

- Company name, address, contact information, and point of contact;
- A summary of the contents of the proposal; and
- Tax ID number or Federal Employer I.D. Number.

## **Proposal Format**

Included in its proposal, each Company must provide the following information to the Town, and shall guarantee the accuracy of such information by signature of its authorized representative:

1. **Cost:** Provide an hourly cost for employees, hourly cost for equipment.
2. **Qualifications:** Describe your Company's qualifications to perform the services requested. Include a list of your team that will be assigned to this project and each member's qualifications and experience. Also describe your current workload as far as to show the ability to meet the time demands of this proposal.
3. **Experience:** Provide a detailed description of your Company's work on similar contracts. Provide supporting information, if possible. If applicable, describe your familiarity with the Town of Princeville.
4. **Reference:** Provide references (min 3-max 5) of similar work, from similar projects and/or towns that are comparable in size or Companies of which similar work has been performed.

## **EVALUATION CRITERIA**

After the submission of the RFP responses, firms may be requested to participate in an interview. Each response will be evaluated and ranked on the criteria set forth below. The criteria will be weighed as noted below in determining the award. After the evaluation, the Town will identify the company that it feels can provide the greatest response and execution. Should the company with the highest score decline the offer, the firm with the second highest score will be extended the opportunity to provide services.

### **Scoring Criteria (100 Points)**

1. 40 points – Cost
2. 30 points – Qualifications
3. 30 points – Experience

Any proposal submitted without the expressed requirements of this RFP, or submitted after the deadline will be rejected. The Town will review submitted proposals and select the highest ranked and most qualified company. The Town reserves the right to disqualify any company on the basis of any real or apparent conflict of interest, openly disclosed or otherwise. Once selected, the Town will negotiate with the company a not-to-exceed contract amount for repairs. All expenses associated with response to this RFP are the responsibility of the responder.