



Request for Proposal:

**Professional Services to perform a
Long-range Master Plan for a
shared-use Senior/Community
Center**

City of Manitowoc | Parks and Recreation Division
May 2025

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I. PROJECT BACKGROUND

The City of Manitowoc, Wisconsin ("City") is seeking the services of a planning/design consultant to assist with the development of a Long-Range Master Plan for the Manitowoc Senior Center and Recreation Division office facility. The Manitowoc Senior Center was designed and constructed in the late 1970's and dedicated on May 3, 1980. Around 2012 the Recreation Division offices were relocated to the Senior Center. Its current uses include active educational and recreational programming for the Senior population, Parks and Recreation Division staff offices (including participant customer service and registration) as well as the ADRC Home Delivered Meals program.

The goal of this project is to conduct an in-depth review of all of the current recreation programming and facility usage and provide a comprehensive plan focused on activating and optimizing the overall future programming opportunities facility needs at the Senior Center.

All firms with experience and expertise in preparing municipal recreation building design and programming plans and recommendations are invited to submit a proposal; the deadline for submission is **TBD**.

It is anticipated that the planning process will take approximately 3-6 months from the date of project beginning. The consultant may propose a different schedule but they should detail the proposed planning schedule and deliverable timeline. The City is flexible on this schedule as funding for construction has not been secured. The Long-Range Master Plan will be used to guide future divisional budget development and assist with future program planning and facility upgrades.

A. SCHEDULE (Tentative)

RFQ disseminated to potentially interested firms	TBD
Proposal Due 4:00 PM	TBD
Evaluation of proposals	TBD
Execution of Contract for Services	TBD
Final Report to City	TBD

II. SENIOR CENTER/RECREATION OFFICE

FACILITY INTRODUCTION

SENIOR CENTER INTRODUCTION

The City of Manitowoc has owned and operated a Senior Activity Center for many years not unlike many other cities across the country. The Senior Center is a fee-based membership facility in which anyone over the age of 50 years old can join and participate. There are City resident and non-resident, annual and lifetime membership options. There is a variety of casual social groups, educational/informational programs and facilitated fitness/wellness programs available for members. Some of the programs are free with membership while the instructed fitness programs require a small participation fee in addition to the membership. The Senior Center is also the location for all Parks and Recreation Division staff offices as well as the customer facing point of sale and registration office for all community recreation and zoo programs/events. Community residents that want to register for or inquire about community recreation programs attend the Senior Center/Rec. office location for assistance. The Senior Center is designated as one of the emergency warming shelters within the City. A back-up generator was installed in 2024 that has the capability to power the entire facility in the event of a prolonged power outage.

SENIOR CENTER/REC. OFFICE OVERVIEW

The Senior Center/Rec. office comprises of an approximately 25,000 sqft. facility that is on an ideal, centrally located 3.64 acre City parcel. The parcel is situated with a residential neighborhood to the west, north and east and an established commercial development to the south.

COMMITTEE ON AGING

The Committee on Aging(COA) is an official City Committee and its representatives are recommended by the Mayor's office and appointed by City Council. Currently that is comprised of 8 community members. COA advises on policies regarding Senior Center fundraising, fund allocations, recommendations of expenditures for equipment, programs, and for other matters as deemed necessary. A Mayor appointed chair facilitates regularly scheduled bi-monthly meetings in which city Parks and Recreation Division staff attend to provide operational updates. COA agendas, minutes and recommendations are reported to the overarching Public Infrastructure Committee for review and/or approval as needed.

SENIOR CENTER/REC FACILITY AND PROGRAM UPGRADES

Currently, the City does not have a long-range plan in place designed to guide ongoing Senior Center/Rec. office operations, programming or facility maintenance/improvements. As part of the COA bi-monthly public meeting process there are regularly facility infrastructure, recreation programming and financial/budgetary questions and/or concerns raised by members of COA. Some of the primary concerns and improvements that the COA would like to see addressed in the long-range plan are listed below:

- Short and long-term building maintenance and upgrades
- General parking and ADA parking facilities as it relates to building layout and entry points
- Building security and automation
- Facility PA capabilities and upgrades
- Audio/Visual technology systems in assembly and activity rooms
- Participation/Attendance tracking and member check in process
- Existing room designation, building/room layout and space usage and optimization of existing space
- Gift shop operations and security
- Volunteer activation and recognition
- Financial resources and opportunities
 - Address concerns from members that the Senior Center is lacking an identity and City support.
 - Research budgetary resources as compared to other City divisions and other comparable facilities.
 - Identify grant funding opportunities and include supporting documentation/data to support grant application process.

III. SCOPE

Proposal should include:

- **SWOT analysis of existing programs and facilities**
 - Perform a comprehensive evaluation of the existing programming and facility conditions.
 - Develop a list of programs that are feasible options for future programming that work within existing and/or future facility.
- **Market analysis**
 - Conduct a public input process that will consist of the following:
 - Stakeholder and Organization interviews(stakeholders and organizations to be determined by staff and consultant following the “kick off” workshop
 - Conduct and interactive “Public Workshop” with exercises designed to solicit public input on the type and active community center, the amenities desired, the types of activities, and the possible improvement needed to the existing facility.
 - Develop a survey and other creative methods to solicit public input on the type of active senior community center, the amenities desired, the types of activities, and possible improvements for senior center.
- **Competitive/Comparable Analysis**
 - Develop a list of comparable cities for benchmarking purposes and their level of success in bolstering community involvement.
 - Gather information about comparable facilities and their resources including; staffing model/structure, budgets, existing and potential partnership opportunities.
 - Complete an analysis of Revenue vs. Expense(ROI) for comparable facilities, detailing each facilities pricing/membership fee model.
 - Develop a database of organizations that are providing the same or similar program offerings locally.
- **Long-Range Master Plan report**
 - Provide programming recommendations, required space needs, and facility improvement/maintenance options for developing an active senior community center that would meet the defined needs of Manitowoc residents based on the results of the 3rd party analysis.
 - Prepare a conceptual site plan which includes possible renovation and expansion of the current facility including necessary infrastructure and improvement costs as required to achieve the required space and lay out required to facilitate recommended program at the existing location.
 - At the conclusion of preparing the final report, the consultants shall

present the report and their recommendations to the Committee on Aging as well as the Public Infrastructure Committee at each of their respective regularly scheduled meetings, date and time is to be determined based on the meeting schedule in place.

Site Visits: The City can accommodate site visits prior to submission during the week of **TBD**. Please reach out to chall@manitowoc.org to schedule a site visit.

IV. SUBMISSION

Please submit proposals and qualifications statement via email to Curt Hall at chall@manitowoc.org.

SELECTION CRITERIA

The City will consider the following criteria when selecting a consultant. Please address the following items in your qualifications statement:

1. Explanation of Consultant's understanding and approach to the project from total project management to concept development to project completion.
2. Experience and qualifications of the project team to carry out the project as detailed under this RFP.
3. History of success in completing comparable projects.
4. Cost to provide design services
5. Ability to work within the overall project timetable.
6. Efficiencies of the methodology for coordinating and working with the City staff.

Proposals will be reviewed in private by the Parks and Recreation Division of the City of Manitowoc Department of Public Infrastructure between **TBD** 2025. The City reserves the right to interview prospective Consultants. The City's selection of a planning consultant is anticipated to be on or before **TBD**.

The City shall not be liable for any costs incurred by the consultant or sub-consultants in responding to this RFP, or for expenses for travel, staff time, etc. or for any discussions

required for clarification of items related to this proposal including any future interviews by the City. The City reserves the right to eliminate any or all of the proposals at the City's sole discretion.

Any questions or comments regarding this RFP can be directed to Curt Hall, Parks and Recreation Division Manager, chall@manitowoc.org.

Thank you for your interest in this project for the City of Manitowoc.

V. RESOURCES

City Website

<https://www.manitowoc.org/>

City Senior Center Website

<https://www.manitowoc.org/275/Senior-Center>