

REQUEST FOR QUOTES (RFQ NO. 117-2025)
**Preparation of a Comprehensive Strategic Plan for the Town of Lake Park
(Excluding the Community Redevelopment Area [CRA])**

I. Project Scope of Work

The Town of Lake Park, Florida is seeking a professionally qualified Consultant to work with the Town Commission and the Town's internal departments to create a strategic plan for the Town through a comprehensive data-driven planning process. The strategic plan will outline the direction and vision for the Town of Lake Park for the next five (5) years and will ensure alignment with the needs of the community, our Town-wide master plans including the Comprehensive Plan and the Land Development Regulations set forth in the Code of Ordinances of the Town of Lake Park, as well as Town Commission priorities.

The Consultant shall have previous experience with similar projects and must include an outline detailing their prior experience and qualifications on similar projects. Examples of past work products must be included in the proposal as well as the references for such work.

Although the Town seeks the Consultant's recommendations regarding the best process for the development of an actionable strategic plan, it is anticipated that the scope of services will be conducted in phases, as follows:

Phase 1: Data Collection and Feedback

A successful Consultant shall:

- A. Develop a survey to all Town residents and businesses in order to obtain their input as to their goals and objectives for the Town.
- B. Develop a plan for a series of public Strategic Planning Workshops at various locations with the Town at which the Town will obtain further input from the public as to its goals and objectives for the Town.
- C. Create an agenda that will optimize the Town Commission's time during the workshops.
- D. The survey results and results from the public Strategic Planning Workshops shall be distributed to members of the Town Commission and Town Department Directors for review.
- E. Assist Town Commission with reaching a consensus on the Town's priorities.

- F. Serve as facilitator for a two-day (half days) retreat with the Town Commission and Town Department Directors.
- G. Meet and collect feedback from our Department Directors.
- H. Review the Town's Comprehensive Plan and Land Development Regulations to identify any needed changes that need to take place in order to address the findings from the survey and workshops.
- I. Develop a comprehensive report based upon findings which will serve as the basis for Phase 2.

Phase 2: Plan Production and Delivery

- A. Conduct a full SWOT analysis to identify internal strengths and weaknesses as well as external opportunities and threats that includes recommendations for resolving weaknesses and preparing for known threats
- B. Create a Town Vision Statement, Mission Statement, Organizational Values, Strategic Goals & Objectives, Strategic Initiatives, Key performance indicators and priorities developed with the assistance of Artificial Intelligence, as well as a business plan to be developed annually in order to identify how the Town is going to achieve its goals and objectives. Is the Town's Vision to be a destination?
- C. Provide a physical presentation to Town Commission that provides a full comprehensive report of Consultant's findings and recommendation for implementation.
- D. This physical presentation will be accompanied by:
 - i. A draft physical document that includes, at minimum:
 - ii. An Executive Summary (with a section detailing a snapshot of the Town of Lake Park and its history)
 - iii. Town Vision Statement
 - iv. Town Mission Statement
 - v. Organizational Values
 - vi. Goals and objectives based on Phase 1 findings including strategic initiatives to accomplish goals and objectives within set budgetary parameters.
 - vii. Schedule of completion on Strategic Initiatives including the incorporation of the use of Artificial Intelligence in order to streamline municipal processes (such as in permit processing).

- viii. Key Performance Indicators with measurable qualitative and quantitative outcomes
- ix. Evaluation and reporting structure
- x. Development of plans for an annual community survey as well as a Citizen Academy Program to assist residents in understanding what the Town Departments do to improve the quality of their lives
- xi. Develop plans for the establishment of a Dashboard or on-line score card to help facilitate review of progress made during the strategic planning process every three to five years

2. Project Schedule

It is anticipated that both phases shall be completed within six months from date of execution of the contract with the Consultant.

3. Submittal Requirements

The purpose of the submittal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the Strategic Planning and Visioning Services for the Town of Lake Park in conformity with the requirement of this solicitation and the Town's purchasing Ordinance. As such, the substance of proposals will be evaluated based on what is deemed to be in the best interest of the Town.

Interested Consultants must submit a sealed quote package labeled: RFQ No. 117 2025 - Preparation of a Comprehensive Strategic Plan for the Town of Lake Park (Excluding the Community Redevelopment Area [CRA])

Submissions must be delivered:

- **In person or by mail to:**
Town Clerk's Office
535 Park Avenue, Lake Park, FL 33403
Attn: RFQ No. 111-2025
- **Or electronically to:** townclerk@lakeparkflorida.gov

4. Evaluation Criteria

Proposals will be evaluated based upon:

- Experience and Related Expertise
- Qualifications of Assigned Personnel
- Project Approach
- Recommendations from Other Contracted Entities
- Cost Competitiveness and Overall Value

5. Terms and Conditions

The Town of Lake Park reserves the right to:

- Accept or reject any or all submissions, in whole or in part.
- Cancel or modify this RFQ at any stage prior to contract award.
- Negotiate with the selected Consultant on pricing or scope of work, if deemed in the best interest of the Town.

6. Submission Deadline

All responses must be received by **11:00 A.M. on Monday, July 21, 2025.**

For further information, please contact:

Laura Weidgans, Deputy Town Clerk