



Addison Park District Request for Proposals (RFP) Comprehensive 10-Year Master Plan

Introduction

The Addison Park District (“The District”) is seeking qualified professional consulting firms to provide services for the creation of a Comprehensive 10-Year Master Plan that will serve as a guiding document for the District’s future growth, development, and service delivery. The Master Plan will present a framework for decision-making that ensures the highest level of recreation, parks, facilities, programs, and services for the Addison community.

The firm chosen should demonstrate expertise in park and recreational planning, project management, and effective public involvement processes. Collaboration with the community, District staff and the Park Board is essential in crafting the Plan. The selected firm will be responsible for producing a comprehensive document summarizing the planning process, data collected, analysis for forecasted needs, and implementation strategies. This document will be presented to the Park Board for review and approval.

Addison Park District Profile

Addison, located in DuPage County, is positioned 20 miles west of downtown Chicago and approximately 10 miles southwest of O’Hare International Airport. The Village is easily reached via Interstate 290, Interstate 355, and major regional routes including Lake Street (U.S. Route 20), and North Avenue (Illinois Route 64). Public transportation needs are served by Pace Suburban Bus routes and nearby Metra Milwaukee District/West Line stations in Itasca, Wood Dale, and Elmhurst.

According to the 2020 U.S. Census, Addison had a population of 35,702 residents across 12,110 households and 8,381 families. The population density was 4,113.9 inhabitants per square mile. Addison’s demographic composition included 60.3% White, 4.1% African American, 1.1% Native American, 8.3% Asian, 18.6% from other races, and 7.6% from two or more races. Hispanic or Latino individuals comprised 36.5% of the population. Among households, 33.7% included children

under age 18, 54.2% were married couples, and 13.2% were female householders with no husband present. The age distribution featured 22.8% under 18, 9.1% aged 18–24, 28.4% aged 25–44, 26.3% aged 45–64, and 13.4% aged 65 and older, with a median age of 38.2 years. The median household income in Addison was \$72,809, while the median family income was \$85,628. The per capita income was \$32,015, with 6.7% of families and 8.8% of residents below the poverty line.

The Addison Park District (APD) boundary encompasses approximately 9 square miles and serves the residents of Addison as well as portions of Wood Dale, Bensenville, Elk Grove Village, and unincorporated areas of Addison Township and DuPage County. The District serves roughly 36,000 residents and manages more than 25 park sites totaling over 280 acres of open space, playgrounds, athletic fields, natural areas, and neighborhood parks.

The District operates a diverse array of facilities, including:

- **Community Recreation Center (CRC)** – housing administration offices, gymnasium, preschool/playschool, multi-purpose rooms, dance studio, and rental spaces.
- **Centennial Recreation Center** is host to **Club Fitness** – a full-service community fitness center offering strength, cardio, functional training, group exercise, and personal training. There is a 6 lane lap pool, hot tub, sauna, indoor track and exercise equipment for members to use. The Recreation Center also houses 4 preschool classrooms, a dance studio, a small conference room and rents space to Athletico Training. The facility is shared with Northeast Dupage Special Recreation Association (NEDSRA) and the two agencies share a double gymnasium with an elevated walking track.
- **Links & Tees Golf Facility** – featuring a 9-hole golf course, award-winning indoor golf dome, outdoor driving range, practice areas, golf programming and an 18 hole mini-golf course.

Across these facilities and parks, the District employs full-time, part-time, and seasonal staff who collectively deliver hundreds of recreation programs, events, leagues, camps, and services throughout the year for residents of all ages and abilities.

Addison Park District is also a proud member of the Northeast DuPage Special Recreation Association (NEDSRA), which provides inclusive and specialized recreational services for children and adults with disabilities. Through regional partnerships, APD ensures that all residents have equitable access to high-quality recreation experiences.

The District strives to remain financially responsible by using conservative revenue and expenditure projections, maintaining operational efficiencies, and adhering to the Board of Commissioners' priorities. Financial planning focuses on preserving and reinvesting in aging infrastructure, ensuring long-term sustainability, and supporting programs that meet community expectations. Staff monitor program performance, phasing out offerings with declining participation or inadequate cost recovery while reinvesting resources into areas of growth and emerging community needs.

With many of the District's parks and facilities approaching or exceeding their useful life, Board and staff must balance aging infrastructure, community expectations, and fiscal constraints. Strategic planning, capital improvement prioritization, and cost recovery modeling are being built to guide the District in identifying realistic and financially feasible priorities for the future. Emphasis is placed on maintaining high-quality assets, enhancing recreation opportunities, and responding to community input to ensure that Addison continues to benefit from well-maintained parks, facilities, and programs that support health, wellness, inclusion, and quality of life.

Project Overview and Objectives

The purpose of this Master Plan is to evaluate current conditions, forecast future needs, and establish clear goals, objectives, and strategies for the next ten years. The plan should address the following key areas:

- Recreational programming and community needs
- Park and facility maintenance, replacement, and capital investment
- Public relations and community engagement strategies
- Technology and innovation in operations and customer service
- Revenue sources, cost recovery, and financial sustainability
- Operational efficiencies, cost savings, and best practice routines

Scope of Services

The selected consultant will work collaboratively with Addison Park District staff, Board of Commissioners, and community stakeholders to prepare a data-driven and actionable Master Plan. Services shall include, but are not limited to:

- Review and analysis of existing plans, policies, demographics, and inventories
- Comprehensive community engagement process (surveys, workshops, focus groups)
- Facility and park system evaluation including maintenance and capital needs
- Program and service assessment with recommendations for enhancement

- Development of measurable goals, objectives, and implementation strategies
- Financial analysis, including revenue sources and cost recovery models
- Preparation of draft and final Master Plan document with visual and GIS support

Deliverables

The selected consultant shall provide a plan that includes

- Community engagement summary and needs assessment report
- Facility, park, and program assessment data
- Draft Master Plan for staff and board review
- Final Comprehensive 10-Year Master Plan (digital and print-ready formats) with a presentation of the draft document and a follow up presentation of the final Master Plan document, both preferably in person.

The Addison Park District will collaborate with the consultants to oversee the operational aspects of the project and coordinate activities with all relevant parties. The District will extend overall support for project tasks, with the Executive Director serving as the primary liaison, supported by the staff. The District will provide all requested documentation and compile any communications needed to assist the consultants. The resources of the District will be made available to the consultants as needed and able to be scheduled.

Regular progress meetings, either in person or virtually, will be conducted by the consultants and the Executive Director as needed, ideally once per month throughout the process. As key development stages of the Plan are realized, the consultants shall provide the Executive Director with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Executive Director.

Project Timeline

The planning process is anticipated to begin in early 2026, with completion no later than December 2026. The consultant will be expected to provide a detailed project timeline and milestones as part of their proposal.

Proposal Submission and Deadline

The Request for Proposals (RFP) will be released on **December 1, 2025**. All submissions must be received by 4:00 p.m. on **December 30, 2025**. Proposals received after this date and time will not be considered. Firms are responsible for ensuring timely delivery of their submissions.

Proposal Requirements

Proposals should include the following information:

- Cover letter with firm name, address, and contact person
- Company profile including history, size, practice philosophy and areas of expertise
- Project understanding and approach
- Detailed scope and methodology
- Project schedule and timeline, with an anticipated start date no later than February 16, 2026 (contingent upon final scope negotiation)
- Qualifications and resumes of key personnel along with anticipated availability over the next 6-12 months
- Summary of at least three (3) similar projects completed within the last five years
- References from at least three (3) comparable clients
- Proposed fee structure and a comprehensive “not to exceed” cost estimate (subject to negotiation)
- Explain the method for billing additional services beyond the approved “not to exceed” cost estimate
- Any additional information demonstrating firm’s capacity and capability

Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- Qualifications and experience of firm and personnel
- Demonstrated understanding of the project and scope
- Past performance and references
- Quality and completeness of proposal
- Ability to meet project deadlines and deliverables
- Local and national experience
- Current workload and availability of resources
- Overall value and fee proposal

Selection Process

The Addison Park District will review all submitted proposals and select up to three (3) firms for interviews based on the evaluation criteria listed above. Interviews will be conducted by the Park Board, Executive Director and select key staff in early January 2026. The selected firm will be recommended for approval at the **January 26, 2026**, Board of Commissioners meeting. The Board retains the authority for all final assessments and judgments regarding selection.

All proposals will receive fair and equitable treatment with respect to any opportunity for discussion and revision. Revisions may be permitted after submission and prior to award, if necessary to obtain the best and final offer at the discretion of the District. The selected bidder will be expected to enter into a written agreement on terms and conditions that meet the approval of the District. During negotiations, the District will maintain confidentiality and will not disclose information from proposals submitted by competing firms.

Once the Park Board has approved and entered into agreement with the selected consultants, the firm will not be authorized to assign or subcontract the whole or any part of the contract without prior written consent of the District. The selected consultant shall operate as an independent contractor and will not be considered employee(s) of the Addison Park District.

Payment will be made on actual invoices as work is completed.

Submission Instructions and Contact Information

Proposals should be submitted electronically in PDF format or as one hard copy to:

Addison Park District
Attn: Rob Bond, Executive Director
120 E. Oak Street
Addison, Illinois 60101

Email submissions to: rbond@addisonparks.org

Questions regarding this RFP must be submitted via email no later than **December 15, 2025**. Responses to all questions will be shared with all firms that have received the RFP and/or submitted a proposal.

Reservation of Rights

The Addison Park District reserves the right to reject any or all proposals, to waive technicalities, and to accept the proposal that is deemed to be in the best interest of the District. The District is not responsible for any costs incurred by firms in preparing or submitting proposals.