

Request for Qualifications & Proposal Nicholasville-Jessamine County Parks and Recreation Master Plan

A. Invitation

The Nicholasville-Jessamine County Parks & Recreation (NJCPR) Director and Board invites experienced planning and landscape architecture firms to submit their qualifications and bid for the development of a systemwide Parks and Recreation Master Plan for Nicholasville-Jessamine County.

B. Project Background

Nicholasville-Jessamine County Parks and Recreation is soliciting proposals from qualified consulting firms to develop a comprehensive Parks and Recreation Master Plan that will serve as a strategic guide for the development, maintenance, programming, and management of parks, recreation facilities, trails, open spaces, and recreational services throughout Nicholasville and Jessamine County for the next 5 to 10 years.

Nicholasville and Jessamine County have experienced significant population growth, economic development and evolving demographic trends in recent years, creating increased demand for high-quality parks, recreational amenities, programs, and community gathering spaces. As the community continues to grow, it is essential to evaluate existing assets, identify current and future recreation needs, and establish a clear vision for delivering equitable, accessible, and sustainable parks and recreation services.

The Master Plan will provide a comprehensive assessment of the current parks and recreation system, including facilities, programs, operational practices, maintenance needs, and capital infrastructure. The selected consultant will engage residents, stakeholders, community organizations, elected officials, and staff to develop recommendations that reflect community priorities and support the long-term goals of Nicholasville-Jessamine County and the Parks and Recreation Department.

The resulting Master Plan should establish a prioritized framework for future investments, land acquisition opportunities, park improvements, trail connectivity, recreation programming, and operational enhancements. The plan should also identify funding strategies and implementation recommendations that will enable the Department to effectively meet the recreational needs of current and future residents.

In addition, Nicholasville-Jessamine County seeks to ensure that its parks and recreation system promotes health and wellness, economic vitality, tourism, environmental stewardship, and quality of life for residents. The Master Plan should align with other local and regional planning initiatives and provide actionable recommendations that support community growth while preserving and enhancing recreational opportunities for all residents.

The Department intends for this planning process to be highly collaborative, data-driven, and community-focused. The final Master Plan should serve as a practical decision-making tool for staff, elected officials, community partners, and residents, guiding future capital improvements, operational decisions, and policy development for years to come.

Proposing firms are encouraged to provide a detailed project schedule and identify key milestones, deliverables, public engagement opportunities, and review periods.

NJCPR operates 17 parks with a total of 359.3 acres. Parks include the following:

- **John Preece Park** – 150 acres
- **City-County Park** – 78.8 acres
- **Riney B. Park** – 77 acres
- **Lake Mingo Park** – 26.8 acres
- **James Mason Park** – 4.6 acres
- **Hamilton Master Park** – 3.9 acres
- **West Place Park** – 3.4 acres
- **Woodrow Grow Park** – 2.8 acres
- **Billy Lockridge Park** – 2.3 acres
- **Rock Fence Park** – 2.0 acres
- **Squire Lake Park** – 1.6 acres
- **Clint Hayden Park** – 1.5 acres
- **Willow Glenn Park** – 1.3 acres
- **Keene Park** – 1.0 acres
- **Lone Oak Pool** – 1.0 acres
- **Ashgrove Park** – 1.0 acres
- **Prentice Park** – 0.3 acres

NJCPR will provide base mapping for each park site, including GIS data for use by the consultant.

A Master Plan Steering Committee will be appointed to work with the Consultant and to review the progress on the project.

C. Scope of Services

Community Analysis

1. **Previous Study Review** – Review previous, current, and ongoing planning efforts including
2. **Demographic Analysis** – Analyze demographic and population characteristics of the city and county. Identify the demographic and land use trends and characteristics within the city and county limits.
3. **Funding Analysis** – Review budgets from the past five years and any proposed future operating and capital budgets.
 - a. Provide a thorough analysis of existing funding practices and policies, sources of funds, and funding levels.
 - b. Review capital infrastructure and equipment needs and funding.
4. **Operations and Structure Review** – Perform a review of the existing management structure, policies,
5. **Ordinance and Policy Review** – Perform an analysis of NJCPR's policies, city/county ordinances, and mandated plans as they impact parks, recreation, facilities, and open space.

6. Benchmarking Comparisons to Similar Systems

- a. Compare NJCPR budgets, revenue, operating expenses, parks, open space, trails, facilities, staffing levels, programs, and capital spending with similar park systems.
- b. Incorporate into the level of service analysis and use to establish level of service standards.

7. Trends Analysis – Identify parks and recreation trends at the local, state, regional, and national levels, and discuss their application to Nicholasville and Jessamine County.

Existing Conditions Analysis

- 1. Facility and Park Space Assessments** – Complete a full assessment of existing NJCPR facilities and spaces:
 - a. **Inventory** – Analyze NJCPR's current system of parks, facilities, trails, and spaces, including the new community recreation center. Include facilities by other agencies and partners to fully represent what is available to the community.
 - b. **Park and Facility Assessments** – Assess the condition of all NJCPR operated amenities and features, including structures, aquatic facilities, buildings, signage, and accessibility for deferred maintenance, condition, and functionality.
- 2. Geographic Distribution/Service Equity Analysis** – Prepare an analysis of the current service gaps by mapping the locations of current parks by park-type categories.
 - a. **Analysis of Underserved Markets** – Utilize GIS analysis to identify areas that would benefit most from investments in parks, open space, facilities, and services.
- 3. Program Assessments** – Conduct an analysis of the programs and attendance offered over the past five years to determine populations served, types of programs, revenue generated, pricing, and cost recovery.
- 4. Progress Summary and Review Meeting** – Prepare a report summarizing this phase and make a presentation of the findings to the Steering Committee.

Community Engagement

- 1. Outreach and Marketing** – Coordinate with staff and the steering committee for outreach and promotion of public engagement opportunities. Include efforts to reach underserved communities and typically under-represented populations.
- 2. Open Houses and Event Engagement** – Conduct a minimum of three (3) interactive in-person engagement opportunities to identify park, facility, and programming needs of the community.
- 3. Department Staff Engagement** – Conduct workshops with department operations, programming, and maintenance staff to hear their feedback about department needs and concerns.
- 4. Web-Based Survey** – Conduct a web-based survey for multiple targeted audiences to gain better understanding of the community's needs and priorities for Parks and Recreation. The survey will be used to help identify satisfaction levels, need for facilities and programs, and support for potential improvements

5. **Random Sample Household Needs Assessment Survey** – Develop a statistically valid random sample survey for representative, reproducible community findings.
6. **Stakeholder and Focus Group Meetings** – Conduct meetings with various interest and user groups, including staff of other city/county departments, Jessamine County Schools, seniors, sports leagues, cultural arts organizations, and others.
7. **Summary and Review Meeting** – Prepare a report summarizing this phase and make a presentation of the findings to the Steering Committee.

Vision for the Future

1. **Vision, Mission, Values, Goals, & Objectives** – Using all the previous findings, complete the following:
 - Evaluate NJCPR's Vision, Mission, and Core Values and update if needed
 - Identify Short- and Long-Term Goals and Objectives
2. **Facility Needs Analysis & Level-of-Service Guidelines** – Develop Level-of-Service Guidelines for NJCPR for facility and park typology standards and their respective service areas and characteristics.
3. **Priorities** – Lead the Steering Committee through a process to evaluate key high-level recommendations to assist in establishing priorities.

Recommendations

1. **Park and Facility Improvement Recommendations**
 - a. Identify priorities for capital construction, facility renovations, and land acquisition
 - b. Prioritize projects that enhance accessibility and safety for all residents
 - c. Identify land acquisition guidelines and priorities
 - d. Incorporate or update findings or previous plans and studies
2. **Individual Park Recommendations** – Identify specific needed improvements at each property.
 - a. Develop recommendations to upgrade and expand parks to meet the community's evolving needs
 - b. Prepare level-of-magnitude costs for each capital project
 - c. **Concept Plans** – Prepare three (3) conceptual plans to illustrate recommended improvements in key parks.
3. **Operations and Programs Recommendations** – Provide recommendations to improve delivery and equity of recreational programs, maintenance, and operations
4. **Financial Assessment** – Develop a financial assessment identifying potential funding sources for improvements and long-term financial health of the system, not just grant funds and financing.
5. **Partnerships** – Evaluate potential opportunities for strong relationships with the municipalities and other governmental entities that provide park, and recreation services in Jessamine County.
6. **Report** – Prepare a summary report of this phase.

7. **Presentations** – Present the plan and recommendations to the Steering Committee and the Parks and Recreation Board.

Action Plan

1. **Implementation Plan** with specific strategies and recommendations for:

- Prioritization of future capital improvements
- Parks and open space land acquisition
- Facilities
- Operations
- Programs
- Budgeting and funding

This process will identify the short-term (0-2 years), mid-term (3-5 years) and long-term (6-10 years) action steps along with the responsible party and potential funding sources.

2. **Draft Master Plan** – Prepare a Draft Master Plan for review by NJCPR staff, Steering Committee, and the Parks and Recreation Board.
3. **Draft Plan Presentation** – Make a presentation of the Draft Master Plan recommendations to the Steering Committee and Parks and Recreation Board.
4. **Final Master Plan** – Following review, prepare a Final Master Plan that includes all components of the planning process and present to the Parks and Recreation Board, City Commission, and Fiscal Court.
5. **Executive Summary** – Prepare an Executive Summary that summarizes the findings, recommendations, and actions.

D. Deliverables

1. **Draft Deliverables** – Provide ten (10) copies of the Draft Plan.
2. **Final Deliverables** – Compile all project information into a report document in both digital and hard copy format (10 copies). Deliverables also include:
 - One (1) electronic copy of the Parks and Recreation Master Plan
 - Digital format of all maps, graphics, images, data, and other imagery developed as a part of the document
 - GIS data in shapefile or geodatabase format

E. Instruction for Submittals

Submittals will be accepted until **4:00 p.m.** local time on **Friday, August 14, 2026.** Submittals received after that time will not be accepted.

Twelve (12) copies of the proposals must be submitted to:

Anessa Snowden, Director of Parks & Recreation
499 East Maple Street
Nicholasville, KY 40356

F. Submittal Format

The qualifications shall be relevant and concise. To facilitate the evaluation process, the following information is requested:

1. A brief description of the prime firm including the name of the business and/or office locations, length of time in business, names of principals and their professional registrations, and a list of professional services provided by the firm.
2. A list of any subconsultants that may be utilized for this project and information regarding their experience on similar projects.
3. Project Team – list the individuals who will work on this project and describe their roles. Provide text to demonstrate their qualifications on similar projects.
4. Relevant Project Experience – provide brief descriptions and graphic examples of Parks and Recreation System Master Plans prepared by the prime and subconsultant firms that relate directly to this project. Limit projects to those prepared by current staff members.
5. Project Approach – indicate the Scope of Services that you propose for this project with clearly defined deliverables.
6. Schedule – propose a schedule for the completion of the Master Plan and design services. The proposed schedule shall also be broken down per phase.
7. Fee – prepare an all-inclusive fee for completion of the Master Plan and design services. The proposed fee shall also be broken down per phase.

G. Selection and Award

The Nicholasville-Jessamine County Parks & Recreation Board and Parks Administrative staff will review the submittals, and a selection will be made. The Director will execute an agreement with the chosen firm. The evaluation criteria will include firms' qualifications, experience, cost of services, and Scope of Services that are proposed. Emphasis will be placed on qualifications.

H. Contact – questions may be directed to:

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