



SHREWSBURY
Parks and Recreation Department

SHREWSBURY AQUATIC CENTER Feasibility Study 2026

Request for Qualifications

Response Due Date: MARCH 6, 2026
Time: 4:00 PM CST

Shrewsbury Parks and Recreation Department
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314-647-1003

City of Shrewsbury, Shrewsbury Aquatic Center Feasibility Study
REQUEST FOR QUALIFICATIONS

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City of Shrewsbury, Shrewsbury Aquatic Center Feasibility Study
REQUEST FOR QUALIFICATIONS

BACKGROUND

Introduction

This Request for Qualifications (RFQ) for the Shrewsbury Aquatic Center feasibility study invites statements of qualifications (SOQs) according to the requirements set forth in the RFQ. The City of Shrewsbury will review and evaluate the SOQs to establish a short list of firms to interview for this project.

In no event will the City of Shrewsbury be liable for any costs incurred by any respondent or any other party in developing or submitting a SOQ.

Purpose

The City of Shrewsbury is undertaking a feasibility study to determine the most viable path forward for the redevelopment of its existing outdoor aquatic center. The study will focus on options for rebuilding aquatic recreational features, evaluating renovation of the pools vs. complete replacement, evaluating renovation of pool and pump houses vs complete replacement, and incorporating sustainable programming and financial models. Identify funding mechanisms, conduct public input and have a clear communications strategy that is an essential component of this type of study.

Feasibility Study Budget

Not to exceed \$35,000

PROJECT OVERVIEW

Facility & Design Scope

- Assess the current condition of all aquatic systems, including building structures, to determine feasibility of renovation versus replacement.
- Develop two simple concept plans and one expanded concept, with the following parameters:
- All concepts may include aquatic recreational features with minimal ongoing yearly maintenance such as splash pads, children's pool, lazy river, and slides.
- The pump house and bath house will be renovated or replaced based on evaluation.
- Concepts should prioritize staffing efficiency and minimize lifeguard requirements, while maintaining a similar total water surface where possible.

Community Engagement Process

Phase 1: Stakeholder Engagement

- Conduct targeted outreach with a stakeholder group that may include:
 - Pool pass holders
 - Shrewsbury Residents
 - Known frequent users of the current facility
 - Program participants
 - Staff
- Gather input to inform concept development and establish priorities for programming and features.

Phase 2: Community Survey

- Prepare and administer a community-wide survey to:
 - Gauge willingness to pay for enhancements presented in concept plans.
 - Understand broader resident priorities and support for the project.
- Survey results will be used to shape funding strategy and guide long-term planning.

Communications & Messaging

- Work in coordination with City staff to maintain a city-controlled message throughout the project.
- Support communications strategy by developing:
 - Key messaging for use in FAQs, press materials, and City web content
 - Presentation materials for Council and public meetings
 - Visual and narrative materials that clarify the concept options and financial implications

Financial Planning

- Prepare a total project budget for each design scenario, including:
 - Construction costs
 - Owner-direct costs
 - Soft costs (design, permitting, contingency, etc.)
- Develop a basic operations model for each concept that includes:
 - Revenue projections from core sustainable programs (swim team, lessons, water fitness)
 - Annual operating costs and expected net subsidy
 - Staffing requirements by concept, especially lifeguard needs
 - Target: no more than \$30,000 per year in City subsidy
- Include high-level estimates of lifecycle costs and capital maintenance.
- Explore the feasibility of a public-private partnership for operations or funding, noting that no partner is currently identified.
- Explore any and all other funding options up to and including various bonding methods.

SOQ Submission

Procurement Schedule

- RFQ issued: January 30, 2026
- Deadline for Questions: February 20, 2026
- SOQs due: March 6, 2026, by 4:00 pm CST
- Shortlist submitters notified: March 20, 2026
- Interviews: Week of March 30, 2026 – April 3, 2026
- Selection Notification: April 15, 2026

Pre-Submittal Meeting and Site Tour

The City of Shrewsbury will not conduct a pre-submittal meeting for those interested in responding to the RFQ. Mandatory response to the RFQ is required. Should you wish to visit the site location to become familiar with the area, please contact Chris Buck, via email at cbuck@shrewsburymo.gov.

Deliverables

- Three conceptual site plans (two simple, one expanded)
- Summary report of stakeholder engagement and survey results
- Program-level budgets (capital and operating) for each concept
- Communications toolkit (talking points, visual aids, etc.)
- Feasibility report in both in person presentation and final written format

Alternatively, the consultant may recommend additional scope items not listed above if they believe it will strengthen the study's outcomes.

Submission Content

- Submittal firm profile
- Project team
- Experience (including similar projects if applicable)
- Timeline for deliverable study

SOQ Submission and Deadline

SOQs should be submitted to:

Mr. Chris Buck, Director of Parks and Recreation
Parks and Recreation Department
5200 Shrewsbury Ave, Shrewsbury, Mo 63119

Questions regarding the RFQ may be directed to Mr. Buck via email at cbuck@shrewsburymo.gov.

Deadline: SOQs due: March 6, 2026, by 4:00 pm CST