



Cherry Hill Strong

REVEALING THE STRENGTH OF CHERRY HILL

606 Cherry Hill Road | 2nd Floor | Baltimore, MD 21225

Request for Proposals (RFP) for Land Acquisition Strategy Consultant

RFP Open Date: Friday, January 17, 2025

RFP Close Date: Friday, February 28, 2025, 3:00 pm EST

Contact Information: Amber Jones, amber@cherryhillstrong.org

Introduction

[Cherry Hill Strong](#) is seeking proposals from qualified consultants to develop a comprehensive land acquisition strategy. The goal is to identify and secure suitable parcels of land that align with the [Cherry Hill Transformation Plan \(2020\)](#) which includes planned uses for housing, retail, education, wellness, sustainability, and community spaces.

Project Overview

As an organization that works alongside the residents of Cherry Hill to align partners and resources as well as set and implement strategy based on the community's vision, Cherry Hill Strong and its partner, [Cherry Hill Development Corporation](#), aim to enhance our capacity to efficiently and effectively acquire land and buildings that can be stabilized, repurposed, and redeveloped to strengthen outcomes in cradle-to-career education, community wellness, affordable housing, economic vitality and overall quality of life. This strategy will support our long-term vision for a vibrant and sustainable Cherry Hill community in which both current residents and new community members can thrive with a focus on equitable opportunity, anti-racist development, and self-determination.

Scope of Work

The selected consultant will be responsible for the following tasks:

1. Assessment of Land Acquisition Needs:

- Conduct an analysis of current and future land acquisition needs based on relevant factors (e.g., growth projections, community needs assessments, housing typology, pricing trends, current & planned uses, age of buildings, community vision, etc).

2. Market Analysis:

- Perform a detailed market analysis to identify potential land parcels, considering zoning, availability, and pricing.
- Evaluate the strengths and weaknesses of potential acquisition targets.

3. Strategy Development:

- Develop a clear and actionable land acquisition strategy, including timelines, budgets, and key performance indicators.
- Recommend approaches for negotiating and securing land, including potential partnerships, diverse private & public funding sources, and staffing capacity needs.
- Incorporate factors such as climate change, sustainability, community wealth building, shared ownership, and economic opportunity into final recommendations.

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4. Stakeholder Engagement:

- Facilitate engagement with key stakeholders, including local government, community organizations, and potential landowners.
- Gather input to ensure the strategy aligns with the community's vision, values, and needs.

5. Risk Assessment:

- Identify potential risks associated with land acquisition and propose mitigation strategies.

6. Data Collection & Sharing:

- Work with Cherry Hill Strong's staff, volunteers, and partners to collect relevant data from public and private sources.
- Provide all geospatial and other data gathered and used for strategy development in vector, raster, and/or spreadsheet formats that allow for easy graphing and mapping.
- Cite and provide access links/instructions for all third-party data sources.

7. Final Report:

- Deliver a comprehensive report summarizing findings, strategies, and recommendations for implementation.

Proposal Requirements

Interested consultants should submit the following:

1. Company Profile:

- Overview of the consulting firm, including relevant experience and expertise in land acquisition and development.

2. Relevant Project Experience:

- Examples of similar projects undertaken, including outcomes and lessons learned.

3. Proposed Approach:

- Detailed description of the proposed methodology for conducting the assessment and developing the strategy.

4. Project Timeline:

- Proposed timeline for project completion, including key milestones.

5. Budget:

- Detailed cost proposal, including a breakdown of fees and any additional expenses.

6. References:

- Contact information for at least three references from previous clients.

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Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Alignment of proposed scope with the organization's mission, values, goals & priorities
- Relevant experience and qualifications of the consultant/team
- Familiarity with various forms
- Quality and clarity of the proposed approach and methodology
- Cost-effectiveness of the proposal
- Ability to meet project timelines
- Strength of references and past performance

Submission Instructions

Please submit your proposal in PDF format at www.cherryhillstrong.org by **Friday, February 28, 2025, 3:00pm EST**. Late submissions may not be considered.

Frequently Asked Questions

1) What is the submission deadline?

The date stated in the original RFP contained a typo. The correct deadline is **Friday, February 28t, at 3 pm EST**.

2) What happens after I submit my proposal?

If your proposal passes initial review, a member of the Cherry Hill Strong team will reach out in the first or second week of March to schedule a panel interview. Depending upon the volume of responses, you may be asked to do a second interview. After all interviews are completed, the review panel will select a firm. Notice is expected to go out to all applicants by late March - early April.

3) What is the target budget for this project?

While there is no target budget for this project, we encourage respondents to propose true-to-cost pricing based on the scope of work and the value of their solution.

4) Why does Cherry Hill Strong need to collect project data files from the consultant?

One of the key goals of this project is for the recommendations in the final deliverable to be adaptable to changing market conditions. As such, it is important to the client that any geospatial/statistical data used to produce the recommendations be provided in a format that allows it to easily be updated and re-analyzed as conditions change. Data transparency also aligns with our commitments to equity and collective work. Our partners are helping us develop a public-facing, interactive dashboard to track our progress on the

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Cherry Hill Transformation Plan. The data from this scope of work will help us track and report information related to land conditions, acceptable uses, and development progress.

Additional Questions?

If you have any additional questions, feel free to reach out to the RFP contact: Amber Jones, ajones@cherryhillstrong.org.

Additional Information

For questions or further information, please contact **Amber Jones** at amber@cherryhillstrong.org.

The top respondents will be invited to participate in a panel interview in mid-to-late February before a final selection is made. The selected consultant should be prepared to begin work on the project as early as March 2025.

We look forward to receiving your proposals and appreciate your interest in supporting our land acquisition strategy.

Sincerely,
Zeevelle Nottingham-Lemon
Executive Director

