

Request For Proposals (RFP) for Consultant Services for the Comprehensive Development Plan for the Lakefront Area in Slidell, LA

Project Overview |

St. Tammany Economic Development Corporation (St. Tammany EDC) is seeking proposals from qualified consultants to develop a comprehensive development plan for the lakefront property, located to the east of the Twin Span in Slidell, Louisiana. This property is a gateway into St. Tammany Parish and St. Tammany EDC envisions its transformation into a vibrant, economically sustainable, and community-oriented development that aligns with St. Tammany's economic development, tourism, and recreation goals.

This RFP outlines the desired scope of work, and the qualifications needed. Consultants with proven expertise in recreational planning and development, economic development, tourism, real estate development, community engagement, and environmental sustainability are encouraged to submit proposals. The development plan must align with St. Tammany's economic development and tourism goals and competitive advantages to maximize positive economic impact. The goal is to create a development plan for the property that addresses the economic, social, recreational, and environmental needs of the community, leveraging the region's economic, tourism, and quality of life assets.

Project Background |

The property is a gateway into St. Tammany Parish with adjacent assets such as the St. Tammany Fishing Pier, the Harbor Center, and lakefront access to Lake Pontchartrain. The property has long been a discussion for potential development opportunities, with previous ideas of a marina, recreation assets, retail and restaurants, ecotourism opportunities, and hotel space. There is now a focused effort to study to discern the highest and best use of this land asset and to create a comprehensive development plan to bring the concept to fruition in a coordinated and aligned manner. This development will be central to creating a mixed-use, multi-functional destination that enhances the quality of life for residents and visitors alike and maximizes the site's potential for economic viability.

St. Tammany EDC has outlined several key goals for this project, including:

- **Economic Development:** Enhance regional economic growth by creating jobs, attracting businesses, and increasing the tax base.
- **Sustainability:** Leverage smart growth principles to ensure long-term environmental, social, and economic sustainability.
- **Community Alignment:** Develop a project that reflects community and regional priorities by creating a walkable, connected, and multi-use space with a consistent design overlay to preserve the look and feel of this important parish gateway.
- **Tourism:** Feature assets that attract visitors from outside the local market to visit this specific development and make it accessible for visitors to explore additional amenities in the parish.

Objectives |

The primary objectives of the redevelopment plan are:

1. **Economic Revitalization:** Highlight development opportunities that foster long-term economic growth and investment in the region, enhancing Slidell's role within St. Tammany Parish.
2. **Sustainable Development and Community Engagement:** Prioritize environmentally sustainable and smart growth practices as well as community engagement in the

planning process. The plan must consider input from local stakeholders, elected officials, and community members.

3. **Community Impact:** Develop a plan that provides employment opportunities, both during and after construction, and provides stable, long-term tax revenue for the area.

Scope of Work

Phase 1 |

1. Site and Context Analysis

- Assess environmental conditions, infrastructure, zoning, and regulatory factors.
- Conduct a demographic and economic analysis to determine viable development opportunities.

2. Market Sounding & Stakeholder Engagement

- Facilitate engagement with municipal officials, business leaders, developers, and investors.
- Develop a “What We Heard” Market Sounding Memorandum summarizing key insights.

3. Development Strategy & Master Plan Framework

- Develop a high-level site plan incorporating mixed-use development strategies.
- Utilize an evaluation matrix to compare development scenarios based on financial feasibility, community impact, and economic sustainability.
- Identify target tenants and industries suitable for the site.

4. Phased Development Strategy & Funding Solutions

- Outline short-, medium-, and long-term implementation strategies.
- Identify potential funding sources, including public-private partnerships, state and federal grants, and private capital solutions.
- Develop an adaptive roadmap that allows for flexibility in response to market conditions.

5. Final Report & Presentation

- Prepare a comprehensive development plan report incorporating all research, findings, and recommendations.
- Present findings and strategic recommendations to key stakeholders.

Deliverables

1. Site, Market Analysis and Benchmarking Report – Includes findings from environmental, economic, and regulatory assessments. Identifies similar developments in complementary markets and notes their investment and project success stories including partners, budget, and timeline.
2. Market Sounding Summary – Documentation of stakeholder engagement and feedback.
3. Conceptual Development Strategy & Evaluation Matrix
4. Economic Feasibility Study – Assessment of financial viability and funding strategies.
5. Master Plan & Implementation Roadmap
6. Final Presentation & Report

Evaluation Criteria

Proposals will be evaluated based on the following:

1. Experience & Qualifications – Demonstrated expertise in real estate strategy, economic development, and master planning.
2. Market Knowledge – Understanding of St. Tammany Parish's economic landscape and competitive positioning.
3. Methodology – A clear and structured approach to market analysis, stakeholder engagement, and redevelopment planning.
4. Financial Feasibility – A viable funding and investment strategy for implementation.

Submission Requirements

1. Consultant Qualifications – Resume, portfolio, and references for relevant projects.
2. Approach & Methodology – Detailed work plan including research, analysis, and implementation strategy.
3. Proposed Timeline – Phased approach with key milestones and deliverables.
4. Budget Proposal – Transparent cost breakdown with funding recommendations.

Project Timeline

- RFP Issued: Friday, December 19, 2025
- Deadline for Submission: Monday, January 12, 2026

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This RFP is designed to attract consultants with experience in recreational development, retail/commercial development, tourism, and economic development. The redevelopment plan will leverage St. Tammany Parish's competitive advantages and target industry sectors to create a transformative and sustainable project for the Slidell area, St. Tammany Parish, and the Greater New Orleans region.