CITY OF JACKSON, MISSISSIPPI

Office of the Mayor | Department of Human & Cultural Services

PUBLIC NOTICE

NOTICE OF SOLICITATION OF INFORMATION

Request for Information (RFI) No. 98863-020927

Livingston Super Park at the Jackson Zoo

Next-Generation Family Entertainment & Recreation

The City of Jackson, Mississippi, through the Office of the Mayor and the Department of Human & Cultural Services, will release a Request for Information (RFI) on **October 29, 2026**. The City seeks concepts, development ideas, and partnership structures for the redevelopment and enhancement of **Livingston Park and the Jackson Zoo**, a campus of approximately 100 acres in West Jackson in Ward 5, as a unified family entertainment, recreation, and tourism destination.

Qualified firms, developers, entertainment companies, nonprofit operators, technology innovators, and public-private partnership specialists are invited to respond. Concepts of interest include outdoor recreation and adventure; water-based recreation on Livingston Lake, including canoeing, kayaking, and paddle boating; family entertainment attractions; immersive and holographic wildlife experiences, events, and small conference facilities; environmental & walking trails, eco- enhancements; and funding / financing models. Responses may address one element or the whole.

KEY DATES

RFI release / Advertisement Dates	October 29, 2026 & November 5, 2026
Optional pre-submission conference online	Thursday, November 12, 2026
Deadline for written questions	Tuesday, November 17, 2026
City written responses to questions	Wednesday, December 2, 2026
RFI responses due	**Monday, February 8, 2027, by 5:00 PM Central Time**
Opening Date	**Tuesday, February 9, 2027, at 3:30 PM Central Time**

OBTAINING THE RFI

The complete RFI and background documents will be available beginning October 29, 2026 on the City's procurement portal at https://jacksonms.gov/business/business-procurement-and-contract/, and www.jacksonmsbids.com or by request to the contact below. Interested parties are encouraged to register to receive addenda and video conference call details.

HOW TO RESPOND

Submit responses via mail to Municipal Clerk, 219 S. President Street, P.O. Box 17, Jackson, MS 39201, or in PDF format by email to **procurement@jacksonms.gov** with the subject line **"RFI No. 98863-020927 — [Organization Name] — Livingston Super Park."** Supporting images and renderings may be sent as separate attachments. Responses must be in English with all figures in U.S. dollars. Questions must be submitted in writing to the contact below; no oral questions will be accepted.

IMPORTANT

This RFI proposals does not commit the City to issue a Request for Proposals or Request for Qualifications, or to award any contract. The City will not reimburse any costs of responding. The City may amend or cancel the RFI at any time.

CONTACT

Von Anderson, Special Projects, and Kahrna Stimley, Director
Department of Human & Cultural Services, City of Jackson
200 South President Street, Jackson, Mississippi 39201
Email: Von Anderson, vonanderson@jacksonms.gov , Kahrna Stimley, kstimley@jacksonms.gov & procurement@jacksonms.gov

OPTION B: SHORT-FORM NOTICE

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PUBLIC NOTICE | CITY OF JACKSON, MISSISSIPPI

Request for Information No. 2026-26-October

Livingston Super Park at the Jackson Zoo

The City of Jackson Department of Human & Cultural Services will release a Request for Information on **October 29, 2026** seeking concepts and partnership structures to redevelop Livingston Park at the Jackson Zoo as a family entertainment and recreation destination.

Optional pre-submission video conference online: **November 12, 2026**.

Written questions regarding RFI due: **November 17, 2026**.

City of Jackson written Responses to questions due: **December 2, 2026**

RFI response submittals due: **5:00 PM Central Time, February 8, 2027**.

Opening Date of RFI: **Tuesday, February 9, 2027, at 3:30 PM Central Time**

This RFI proposals does not commit the City to issue a Request for Proposals or Request for Qualifications, or to award any contract. The City will not reimburse any costs of responding. The City may amend or cancel the RFI at any time.

Full RFI and submission instructions: https://jacksonms.gov/business/business-procurement-and-contract/ and www.jacksonmsbids.com Contact via Mail: Municipal Clerk, 219 South President Street, P.O. Box 17, Jackson, MS 39201,

Email: procurement@jacksonms.gov, Von Anderson, vonanderson@jacksonms.gov & Kahrna Stimley, kstimley@jacksonms.gov

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INSTRUCTIONS TO NEWSPAPERS

Internal working page. ***Do not publish****.*

Item	Instruction
Run period	Two consecutive weeks: one insertion per week, two insertions in total
Insertion (2 weeks)	Week of Thursday, October 29, 2026, the RFI release date & November 5, 2026. Use the first available issue; confirm newspaper's ad deadline.
Newspapers	Mississippi Link Newspaper
Ad size	[_ _] columns x [_ _] inches
Proof	Send a proof to Von Anderson, vonanderson@jacksonms.gov & Kahrna Stimley, kstimley@jacksonms.gov before the first insertion
Affidavit	Send a proof or affidavit of publication for each insertion to City of Jackson, South President Street, P.O. Box 17, Jackson, MS 39205. Attention: Municipal Clerk
Billing	Department of Human & Cultural Services, PO / reference no.
Online posting notice	City's procurement portal https://jacksonms.gov/business/business-procurement-and-contract/ and www.jacksonmsbids.com from October 29, 2026 through the February 8, 2027 deadline

CITY OF JACKSON, MISSISSIPPI

Office of the Mayor | Department Human & Cultural Services

REQUEST FOR INFORMATION

RFI No. 98863-020927

Livingston Super Park & Jackson Zoo

Next-Generation Family Entertainment & Recreation District

IMPORTANT DATES

RFI Release Date: October 29, 2026
Deadline for Questions: November 13, 2026
Submission Deadline: February 8, 2026
Opening Date: February 9, 2026

Issued by: City of Jackson | Department of Human & Cultural Services
200 South President Street | Jackson, Mississippi 39201

THIS DOCUMENT IS ISSUED SOLELY FOR INFORMATION AND PLANNING PURPOSES.
It does not commit the City to issue an RFP or award a contract.



SECTION 1: INTRODUCTION & BACKGROUND

1.1 Purpose of This Request for Information

The City of Jackson, Mississippi ("the City"), acting through the Mayor's Office and the Department of Human and Cultural Services, hereby issues this Request for Information (RFI) to solicit innovative concepts, development ideas, and potential partnership structures from qualified firms, developers, entertainment companies, nonprofit operators, technology innovators, and public-private collaboration specialists.

This RFI invites respondents to submit creative, financially feasible, and operationally sustainable concepts for the comprehensive redevelopment and enhancement of Livingston Park and the Jackson Zoo campus as a unified, multi-amenity family entertainment, recreation and next-generation destination that the City envisions as a cornerstone of Jackson's economic revitalization, tourism strategy, and community quality of life.

The City is not obligated to issue a formal Request for Proposals (RFP) or Request for Qualifications (RFQ) as a result of this RFI, nor is any respondent guaranteed consideration for future procurement.

1.2 Background: Livingston Park & the Jackson Zoo

Livingston Park is one of Jackson's most historically significant and geographically prominent public green spaces. Encompassing approximately 100 acres in the heart of the city, the park features Livingston Lake, wooded trails, open recreation fields, picnic pavilions, and a variety of family-oriented amenities. While serving as a gathering place for generations of Jackson residents and has long been recognized as one of the City's most valuable and underutilized natural assets.

Adjacent to Livingston Park, the Jackson Zoo operated by the City of Jackson's Department of Human and Cultural Services has served as the region's premier zoological park and a beloved community institution for over a century. The Zoo currently houses a diverse array of animal species and serves tens of thousands of visitors annually, with particular emphasis on education, conservation, and family engagement.

Despite these strengths, both facilities face challenges common to aging municipal assets: aging infrastructure, limited amenities relative to peer institutions, funding constraints, and increasing competition from regional entertainment destinations. The City and the Jackson Zoological Society recognize that transformative investment and strategic redevelopment are essential to securing the long term vitality of these properties.

1.3 Prior Planning Efforts

The City has engaged in multiple planning efforts in recent years that form the foundation of this RFI:

Capital City Family Entertainment Complex (2015)

In 2015, the City commissioned Wier Boerner Allin Architecture to develop a concept plan for a Capital City Family Entertainment Complex centered on the Livingston Park campus. This visionary study proposed transforming the park into a comprehensive entertainment destination, articulating the following foundational vision:

> *"The Livingston Super Park will present two sides. One side of the park will be active, providing space for recreation, multi-use trails, and community interaction. The other side will be passive, providing an opportunity to enjoy the scenery and historic function created."*
>
> — Proposed Super Park Elements, Livingston Park (2015)

The Capital City study proposed an integrated complex that would encompass both publicly funded park amenities and privately developed entertainment attractions, including a splash pad water park feature, amusement center, paddle boats on Livingston Lake, dog park, amphitheater, food truck space, conference and education center, playground, gazebo village, fitness center trail, and a new zoo entrance. The preliminary capital budget estimate for the full concept was approximately $74 million, with public development costs totaling approximately $13.5 million and private development costs of approximately $60.4 million.

Jackson Zoo Master Plan (2015)

In August 2015, the Jackson Zoological Society completed a comprehensive Master Plan, developed through a series of interactive planning workshops with zoo staff and planning consultants. The Master Plan proposed major new exhibits, visitor services, and significant revisions to pedestrian and vehicular circulation. As stated in the plan:

> *"The new Master Plan also seeks to increase and improve interactive and interpretive experiences, including visitor-animal interaction, as well as families interacting together."*
>
> — Jackson Zoo Master Plan, Short Summary, Phase 1 (August 2015)

The Zoo Master Plan projected annual attendance of 250,000–300,000 visitors once fully built out similar to the Mississippi Children Museum, and outlined major improvements including a Discovery Zone for animal/human contact, an Africa Village expansion with lion and giraffe exhibits, an Adventure Zone, a new Entry Complex, a Group Event Space accommodating up to 300 people, a new Tropical Rainforest Building, South America exhibits, and a restaurant with indoor and outdoor seating for approximately 150 guests. The plan was structured in four implementation phases ranging from $31 million to $23.1 million, with a total timeline of 10–15 years depending on funding.

1.4 The Opportunity

The City of Jackson now seeks to build upon these prior planning investments and move toward implementation. The combined Livingston Park/Jackson Zoo campus represents one of the most compelling urban redevelopment opportunities in the southeastern United States a large, publicly owned, ecologically rich historic site with existing infrastructure, a beloved civic institution, and an underserved regional market hungry for world-class family entertainment and recreation.

The City is particularly interested in exploring public-private partnership models, innovative entertainment technologies, sustainable revenue generation strategies, and concepts that can be implemented in manageable phases while delivering meaningful community benefit from the outset. The integration of traditional outdoor recreation, ecological features, and cutting-edge entertainment technologies including immersive digital and holographic wildlife experiences represents an especially exciting frontier that the City wishes to explore.



SECTION 2: VISION FOR THE LIVINGSTON SUPER PARK

2.1 Overarching Vision Statement

The City of Jackson envisions transforming the Livingston Park and Jackson Zoo campus into a nationally recognized, regionally competitive family entertainment and recreation destination a "Livingston Super Park" that serves Jackson residents, attracts visitors from across Mississippi and neighboring states, generates sustainable revenue, and stands as a symbol of the City's renaissance and civic pride.

This vision encompasses both an active zone and a passive zone as originally articulated in the 2015 planning study, creating a destination that offers something for every visitor from high-energy adventure and entertainment to peaceful natural enjoyment and cultural enrichment.

2.2 Active Recreation Amenities

The City is interested in receiving concepts and proposals related to the following active recreation elements, as referenced in prior planning documents and consistent with the expressed desires of the community:

Water-Based Recreation

- Kayaking, canoeing, and stand-up paddle boarding on Livingston Lake
- Paddle boats and guided lake tours
- Fishing pier with stocked lake activities
- Enhanced splash pad and interactive water play features

Aerial & Adventure Elements

- Disc Golf in designated zones
- Zip lines and aerial adventure courses
- Rock Climbing structures and challenge elements
- Nature-based play structures for children of all ages
- An upgraded or trackless train connecting park zones and the Zoo

Multi-Use Recreation Fields & Courts

- Soccer, football, and ultimate frisbee fields
- Volleyball and basketball courts
- Skateboarding and BMX Bicycle trail
- Multi-use flexible outdoor festival space accommodating markets, small concerts, and community events
- Running and multi-use pedestrian trails throughout the park

Family Entertainment Amenities

- Miniature golf course
- Arcade and interactive gaming
- Laser tag facility
- Electric go-karts in designated areas

- Expanded dog park with double-gated entries and fenced areas within underutilized zones

2.3 Passive Recreation & Cultural Amenities

In addition to active entertainment, the City envisions the Super Park incorporating memorable passive and cultural experiences:

- Sunken Garden: A planted landscape of flowers, shrubs, and trees with a sinuous network of winding paths
- Gazebo Village: A cluster of covered gathering structures suitable for small events and community use
- Public art installations throughout the park
- Water features including waterfalls and interactive fountains
- Garden rooms and quiet contemplation spaces
- Stormwater pond with ecological interpretation
- WiFi accessibility throughout the park

2.4 Venue & Event Infrastructure

The City envisions significant improvements to the park's capacity to host events, generate earned revenue, and serve as a community gathering hub:

- Outdoor Amphitheater: Accommodating between 250 and 2,000 guests with both permanent and flexible seating arrangements, suitable for concerts, festivals, and community programming
- Group Event Pavilions: Viewing pavilions and event spaces suitable for private rentals, corporate events, and community gatherings
- Picnic Areas: Two or more picnic areas including tables and large pavilions, catering to both small and large gatherings
- Conference and Education Center: A climate-controlled facility capable of hosting conferences, meetings, educational programming, and special events, estimated at approximately $2 million in prior planning documents
- Restaurant: A new large-capacity restaurant with both indoor and outdoor seating, capable of accommodating approximately 150 guests in a climate-controlled space
- Snack Bar & Concession Facilities: Multiple food and beverage outlets distributed throughout the park

2.5 Integration with the Jackson Zoo Master Plan

The City strongly encourages concepts that integrate seamlessly with the Jackson Zoo's existing Master Plan framework. Key Zoo amenities of particular relevance include:

- Discovery Zone: A live animal experience area offering contact animals, animal demonstrations, small mammals, insects and reptiles, and multi-sensory interactions — touch, smell, feel, and hold

- Africa Village: An expanded African exhibit zone with a signature tiger exhibit, featuring an indoor viewing structure, petting & feeding area, immersive habitat, and close-up experiences, along with a gift shop, food and beverage, restrooms, and climate-controlled space
- Adventure Zone: An area for challenging play opportunities and grab-and-go food and beverage
- New Entry Complex: Upgraded entry with gift shop, visitor services, restrooms, and café
- Group Event Space: Accommodating up to 300 guests for special events and private functions
- The Hub: A central restaurant node or food truck area with restrooms
- Mississippi Plaza: Education exhibits, food and beverage, and restrooms in an interpretive setting

> The City notes that the Zoo Master Plan projects annual attendance of 250,000–300,000 visitors when fully built out, with phased implementation spanning 4 phases (Phase 1: $31M; Phase 2: $22M; Phase 3: $19.8M; Phase 4: $23.1M). Concepts that complement and accelerate this trajectory are especially welcomed.

SECTION 3: VIRTUAL ZOO & HOLOGRAPHIC WILDLIFE EXPERIENCES

3.1 Emerging Technology Opportunity

The City of Jackson is particularly interested in exploring the integration of cutting-edge immersive technology into the Super Park ecosystem specifically, holographic or virtual wildlife experiences that can complement the physical Zoo, provide year-round revenue in a climate-controlled environment, and offer educational programming aligned with the Zoo's conservation mission.

The City has reviewed available information on holographic zoo technology platforms, including offerings from Axiom Holographics (Brisbane, Australia), whose Hologram Zoo product was named TIME Magazine's Best Entertainment Technology of 2023 (Entertainment Technology category) and received the 2024 Edison Award in the same category. The City invites respondents to propose concepts based on this or comparable emerging platforms, as well as entirely new approaches to immersive digital wildlife experiences.

3.2 Holographic Wildlife Concept Overview

A holographic wildlife experience center operates similarly to a traditional zoo, except that the animals are rendered through advanced laser-light holographic technology. Visitors walk among life-sized holographic animals displayed in their natural environments the experience is highly realistic, visually immersive, and entirely non-violent. Holographic animals appear real and act alive, yet guests can pass their hands through them, making the experience safe and appropriate for all ages.

Example experiences available through current holographic platforms include:

- Being surrounded by an elephant stampede

- Walking on the ocean floor among life-sized whales (up to 20 meters in length)
- Flying among birds in aerial environments
- Encountering dinosaurs in prehistoric landscapes
- Exploring African savanna, Arctic tundra, Asian jungles, South American rainforests, and aquatic environments

3.3 Core Technology Components

Based on available information regarding leading holographic wildlife platforms, the City understands that a full holographic zoo installation typically comprises four major device categories:

#	Component	Description
1	**Hologram Tunnels**	Immersive walk-through environments where visitors experience complete holographic landscapes — underwater oceans, prehistoric forests, savanna plains, and more. Guests are fully surrounded by the holographic environment.
2	**Hologram Enclosures**	Individual holographic animal displays within fenced enclosure structures, allowing guests to walk past and observe individual species in close detail — comparable to a traditional zoo exhibit but with animals otherwise unavailable in the region.
3	**Hologram Sky Roof**	A transparent ceiling display surface through which holographic animals appear to walk overhead, giving guests an unprecedented upward-angle perspective on large animals such as elephants, dinosaurs, and marine mammals.
4	**Hologram Photobooth**	A guest experience station where visitors receive personalized photos and videos placing them within the holographic animal environments. These media assets are downloadable for social media sharing — providing a self-generating marketing and publicity function for the facility.

3.4 Operational & Financial Characteristics

Based on publicly available information, the City understands that holographic wildlife centers of this type offer the following operational characteristics:

Staffing & Operations

- Minimal staffing requirements approximately 2 to 3 staff members required per session
- Two-counter operational model: one for ticket sales, one for guest orientation and equipment management
- Relatively low ongoing operating costs compared to live animal care

Capacity & Revenue

- Capacity of up to 84–100 guests per hour

- Session durations of approximately 45 minutes (single session) or 90 minutes (double session)
- Scalable, tiered pricing model adjustable by time of day, day of week, and season
- Available trial results suggest potential for significant revenue generation; one Australian trial reportedly generated approximately $550,000 over 42 days

Content Rotation

- Regular content rotation through a software licensing model, with new themed experiences (Africa, Australia, Asia, Arctic, Dinosaurs, South America, Aquarium) delivered on a quarterly basis
- Seasonal content available for holidays such as Christmas, Easter, and Halloween
- Content rotation incentivizes repeat visitation a key driver of annual revenue growth

Space Requirements

- A minimum floor space of approximately 325 square meters (3,500 square feet) at 3.3 meters (11 feet) clear ceiling height is typically required for a full installation
- Suitable locations exist within the Livingston Park campus for either a standalone building or integration within a planned entertainment complex

3.5 Strategic Value to Jackson

The City believes a holographic wildlife experience could provide exceptional strategic value to the Super Park concept by:

- Complementing the physical Jackson Zoo with a year-round, climate-controlled attraction that remains fully operational regardless of weather
- Offering species and environments including endangered animals, prehistoric creatures, and deep-ocean life that could never be housed in a conventional zoo setting
- Providing a highly photogenic, social media shareable guest experience that serves as organic marketing for the entire Super Park district
- Supporting the Zoo's educational mission through immersive conservation programming
- Generating consistent earned revenue from school group excursions, birthday parties, and tourist visits
- Providing accessible experiences for visitors with mobility limitations who may find physical zoo navigation challenging
- Serving as an anchor attraction that differentiates Jackson's Super Park from all competing regional destinations

SECTION 4: DESIRED OUTCOMES

4.1 Strategic Goals

The City of Jackson seeks concepts and partnership structures that will meaningfully advance the following strategic outcomes:

Economic Development & Tourism

- Substantially increase annual tourism and regional visitation to the Jackson area
- Generate direct and indirect economic impact through visitor spending, employment, and supply chain activity
- Position Jackson as a must visit destination for families throughout Mississippi and the surrounding region
- Attract national and regional media attention through distinctive, world-class attractions

Financial Sustainability

- Develop revenue generating attractions capable of sustaining operations without ongoing reliance on general fund appropriations
- Identify public private partnership structures that leverage private capital and expertise while preserving public ownership and access
- Create multiple revenue streams including admissions, food and beverage, event rentals, retail, and programming
- Achieve financial self-sufficiency within a defined post-opening period

Community Recreation & Quality of Life

- Provide exceptional family-friendly recreation options for Jackson residents of all ages and abilities
- Activate underutilized areas of Livingston Park that have historically seen limited programming or visitation
- Enhance the park's role as a community gathering space for festivals, events, and everyday recreation
- Ensure concepts are designed with accessibility, equity, and affordability in mind including programming accessible to lower-income households

Environmental Stewardship

- Protect and enhance the ecological character of Livingston Park, including Livingston Lake and surrounding natural areas
- Incorporate sustainable design, green infrastructure, and low-impact development practices
- Support the Zoo's conservation and environmental education mission
- Model responsible environmental stewardship practices visible to visitors

Long-Term Institutional Strength

- Align proposed concepts with the Jackson Zoo's Master Plan phasing strategy to create complementary, mutually reinforcing investments
- Support the Zoo's attendance growth trajectory toward 250,000–300,000 annual visitors
- Build the long-term institutional capacity of the Jackson Zoological Society and the City's Human & Cultural Services Department
- Create a development framework that can accommodate future expansion and adaptation as market conditions evolve



SECTION 5: SCOPE OF REQUESTED INFORMATION

5.1 Overview

The City is seeking a broad range of ideas and information from qualified respondents. There is no single prescribed concept. The City welcomes proposals across a wide spectrum, including concepts that address only a portion of the overall vision, as well as comprehensive integrated development proposals. Respondents may propose public, private, nonprofit, or hybrid operational models.

5.2 Concept Areas

The City is particularly interested in receiving information and ideas in the following areas:

1. Outdoor Recreation & Adventure: Active recreation amenities including aerial adventure elements, water-based activities, sports fields, trails, and family-oriented play
2. Entertainment & Attractions: Revenue-generating entertainment amenities including disc golf, miniature golf, biking, go-karts, skateboarding, laser tag, arcade, amphitheater programming, and similar attractions
3. Immersive Technology: Holographic, virtual reality, augmented reality, or other technology-enhanced wildlife and nature experiences, including standalone holographic zoo installations
4. Zoological Integration: Concepts that directly complement or expand the Jackson Zoo's Master Plan, including partnerships with the Jackson Zoological Society
5. Hospitality & Retail: Food and beverage concepts, conference and event facilities, retail operations, and hospitality amenities
6. Water & Aquatic Attractions: Water park elements, canoeing, kayaking, pedal boating, lake recreation infrastructure, splash pads, and aquatic programming
7. Environmental & Ecological Enhancements: Nature interpretation, stormwater management, ecological restoration, and sustainable landscape improvements
8. Funding & Financing Models: Creative approaches to financing, including public-private partnerships, tax increment financing, grants, naming rights, sponsorships, revenue bonds, and philanthropic partnerships

5.3 Requested Information from Respondents

The City requests that respondents provide as much of the following information as applicable to their proposed concept:

Concept Description

- A clear narrative description of the proposed concept or development idea
- Conceptual renderings, drawings, diagrams, or images illustrating the proposed concept (where available)
- Description of how the concept integrates with adjacent elements, the Zoo, and the overall Super Park vision

Operational Model

- Proposed operational structure (public, private, nonprofit, hybrid public-private partnership)
- Description of roles and responsibilities for the City, respondent, and any third parties
- Proposed governance and management arrangements
- Staffing model and operational requirements

Financial Information

- Preliminary capital cost estimate for proposed improvements
- Proposed phasing strategy and associated costs per phase
- Revenue projections and assumptions
- Operating cost estimates
- Proposed financing approach (private equity, debt, public subsidy, grants, etc.)
- Expected return on investment or time to financial self-sufficiency

Technical & Site Requirements

- Space requirements (square footage, acreage, ceiling height, utilities)
- Technology requirements and infrastructure needs
- Site layout concepts or preferred site locations within the Livingston Park/Zoo campus
- Environmental and permitting considerations

Comparable Projects

- Examples of similar projects successfully implemented by the respondent or in comparable markets
- Performance data from comparable projects (attendance, revenue, community impact)
- Lessons learned and key success factors

Sustainability & Community Benefit

- Environmental sustainability features and green design elements
- Community benefit provisions (local hiring, accessibility, affordability, equity commitments)
- Educational programming opportunities
- Long-term stewardship and maintenance approach

SECTION 6: SITE CONTEXT & EXISTING ASSETS

6.1 Site Overview

The Livingston Park and Jackson Zoo campus is located in a central, accessible location in Jackson, Mississippi, bounded by West Woodrow Wilson Avenue to the north, West Fortification Street to the north, West Capitol Street to the south, and Livingston Park Drive along the western boundary. The site encompasses approximately 128 acres of combined park and zoo land, including both developed and undeveloped areas.

6.2 Key Physical Assets

Livingston Lake	A central water feature and ecological asset within the park, suitable for paddle boats, kayaking, fishing, and lakeside programming. The lake serves as the natural centerpiece of the proposed active recreation zone.
Zoo Grounds	The existing Jackson Zoo occupies a significant portion of the campus, with existing animal exhibits, visitor pathways, education facilities, and operational infrastructure. The Zoo Master Plan proposes significant expansion of exhibits and visitor amenities.
Train Infrastructure (decommissioned)	The Livingston Train provides an existing mini-train attraction connecting portions of the park. Prior signage noted it was scheduled to reopen in Summer 2018, indicating existing track and infrastructure that could be upgraded or expanded into a trackless or enhanced train system.
Outdoor Stage/Amphitheater	An existing outdoor amphitheater / stage area with log stump seating is present on the Zoo campus, branded 'The Jackson Zoo,' suitable for animal demonstrations, educational programming, and small community events.
Splash Pad	An existing animal themed splash pad with adjacent pavilion, fence enclosure, and restroom facilities provides family water play amenities.
Picnic Pavilions	Existing picnic areas and recreation infrastructure are distributed throughout the park, providing a foundation for enhanced picnic and event amenities.
Bird Aviaries	Existing bird enclosures and aviaries, including displays for species such as cockatoos and kookaburras, representing existing zoological infrastructure.
Primate Exhibit (closed)	Existing chimpanzee habitat with naturalistic landscape, water feature, and island environment — a signature animal exhibit.
Rhinoceros Exhibit	Existing rhinoceros habitat with open landscape, viewing areas, and large grazing area — a major animal exhibit.

Parking Areas	Existing parking is available adjacent to the Zoo campus, with additional parking expansion identified in prior planning studies as a development priority.

6.3 Prior Cost Estimates

For respondent reference, the Capital City Family Entertainment Complex study (March 2015) provided the following preliminary cost estimates for publicly funded development components:

Gazebo Village	$250,000
Recreation Fields	$500,000
Picnic Pavilions	$100,000
Playground	$500,000
Dog Park	$100,000
Additional Parking	$100,000
Amphitheater	$1,000,000
Paddle Boats	$2,000,000
Sunken Garden	$250,000
Snack Bar	$400,000
Restaurant	$1,500,000
Conference & Education Center	$2,000,000
Fitness Center	$4,000,000
Total Public Development Costs (Est.)	$13,501,250

These figures are provided for context only and reflect 2015 estimates. Respondents should provide updated cost estimates reflective of current market conditions.

SECTION 7: SUBMISSION REQUIREMENTS

7.1 Required Information

Interested parties are invited to submit a written response to this RFI. While the City encourages comprehensive responses, respondents need not address every element if their concept is more narrowly focused. There is no prescribed format requirement beyond those outlined below.

Each RFI response shall include, to the extent practicable, the following:

Tab 1: Organization Profile

- Legal name of the organization, entity type (corporation, LLC, nonprofit, joint venture, etc.), and state of incorporation or organization
- Primary business address and contact information
- Names and titles of key principals or leadership
- Brief organizational history and description of core business activities
- Any existing relationships with the City of Jackson, the Department of Human & Cultural Services, or related entities

Tab 2: Relevant Experience & Qualifications

- Description of 2–5 comparable projects successfully completed or currently in operation, including project name, location, scope, scale, and the respondent's role
- Attendance figures, revenue data, or other performance metrics from comparable projects (to the extent disclosable)
- Relevant professional licenses, certifications, or accreditations
- Letters of reference or client testimonials (optional but encouraged)

Tab 3: Concept Narrative

- A clear, detailed description of the proposed concept or development idea
- How the concept addresses the City's vision and desired outcomes as described in this RFI
- How the concept integrates with or complements the Jackson Zoo Master Plan
- Proposed site location(s) and any site layout ideas (maps, diagrams, or sketches encouraged)
- Conceptual renderings, images, or other visual materials (optional but strongly encouraged)
- Technology requirements and any specialized infrastructure needs
- Description of proposed programming, content, or operational activities

Tab 4: Financial & Partnership Structure

- Preliminary capital cost estimate for the proposed concept
- Proposed phasing strategy (if applicable)
- Revenue projections and underlying assumptions
- Proposed operational cost structure

- Proposed financing approach, including sources of capital (private equity, debt, grants, public subsidy, etc.)
- Proposed partnership structure with the City: ownership, leasing, revenue sharing, operating agreement, or other arrangement
- Proposed term length and any exclusivity considerations

Tab 5: Timeline Considerations

- Anticipated development timeline from concept approval to opening
- Phasing approach and sequencing of improvements
- Key milestones and dependencies
- Any known regulatory, permitting, or procurement timeline considerations

Tab 6: Sustainability & Community Benefit

- Environmental sustainability features, green design elements, or ecological enhancement commitments
- Proposed local hiring, workforce development, or minority and small business participation commitments
- Accessibility and ADA compliance approach
- Affordability and equity provisions (e.g., reduced pricing for Jackson residents, school group pricing, free community days)
- Educational programming opportunities, particularly those aligned with the Zoo's conservation mission

7.2 Format & Submission Instructions

Submission Format	Electronic submission preferred via email or file transfer. PDF format required. Supporting files (images, renderings) may be submitted as separate attachments.
Page Limit	No strict page limit. Concise, well-organized responses are encouraged. Quality over quantity.
Language	All submissions must be in English.
Currency	All financial figures must be stated in U.S. Dollars.
Submission Addresses	procurement@jacksonms.gov, vonanderson@jacksonms.gov & kstimley@jacksonms.gov
Subject Line	RFI No. 98863-020927 — Organization Name — Livingston Super Park
Point of Contact	NAME, TITLE, PHONE & EMAIL

SECTION 8: RFI TIMELINE & PROCESS

8.1 RFI Timeline

The following timeline is anticipated for this RFI process. All dates are subject to change at the City's sole discretion. Respondents will be notified of any material changes.

Milestone	Target Date
RFI Release Date	October 29, 2026 — Official release of this RFI document
Pre-Submission Conference (Optional)	November 12, 2026 — Optional informational meeting and site tour for interested respondents; details to be provided
Deadline for Written Questions	November 17, 2026 — Last day to submit written questions to the City's Point of Contacts
City Response to Questions	December 2, 2026 — City issues written responses to all submitted questions
RFI Submission Deadline	February 8, 2027 — All responses due by 5:00 PM Central Time
RFI Review Period	City staff and advisors review and evaluate responses opening date is Tuesday, February 9, 2027 at 3:30 PM Central Time
Respondent Presentations (If Held)	Selected respondents may be invited to present their concepts in person at a later date to be determined
Next Steps Announced	City announces potential next steps, which may include issuance of an RFP, RFQ, or direct negotiation

8.2 Pre-Submission Conference

The City may elect to host an optional pre-submission conference and site tour to provide interested respondents with an opportunity to walk the Livingston Park and Jackson Zoo campus, ask questions of City staff and Zoo leadership, and gain additional context for their responses. Participation in the pre-submission conference is not required and will not affect the evaluation of any response. Details regarding the pre-submission conference, if held, will be distributed to registered interested parties.

8.3 Questions

Questions regarding this RFI must be submitted in writing to the City's designated Point of Contact (to be identified upon formal release). The City will compile all questions received and issue written responses to all registered interested parties. No oral questions will be accepted or answered. The City reserves the right to decline to answer any question it deems outside the scope of this RFI or contrary to the public interest.

8.4 Potential Next Steps

Based on the quality, diversity, and content of RFI responses received, the City may pursue one or more of the following next steps:

- Issuance of a formal Request for Proposals (RFP) for one or more specific project components
- Issuance of a Request for Qualifications (RFQ) to shortlist qualified firms for future solicitation
- Direct negotiation with one or more respondents under applicable procurement authority
- Engagement of additional planning or feasibility study processes
- Presentation of findings to the Jackson City Council for direction and appropriation consideration

The City makes no representations regarding the likelihood or timing of any future procurement action arising from this RFI.

SECTION 9: EVALUATION CONSIDERATIONS

9.1 Evaluation Framework

The City will review and evaluate RFI responses on a competitive, scoring basis. The purpose of this evaluation is to gain insight, gather ideas, and identify potential partners. The following considerations will guide the City's review of responses:

Strategic Alignment

- Degree to which the proposed concept advances the City's vision and desired outcomes
- Compatibility with the Jackson Zoo Master Plan and the overall Super Park concept
- Responsiveness to community needs and equity considerations

Innovativeness & Differentiation

- Uniqueness and creativity of the proposed concept
- Potential to distinguish Jackson's Super Park from regional competitors
- Use of emerging technologies or novel programming approaches
- Use of emerging landscape architecture and place making within public spaces
- Repurpose green spaces in an economical manner
- Reimagine water features within the park for outdoor activities
- Support the Zoo's conservation and environmental education mission
- Incorporate sustainable design, green infrastructure, and low-impact development practices

Financial Viability

- Credibility and realism of financial projections and cost estimates
- Strength of the proposed financing approach and capital structure
- Potential to generate meaningful revenue and achieve financial sustainability

Experience & Capacity

- Demonstrated experience with comparable projects
- Organizational capacity to deliver on proposed commitments
- Financial strength and stability of the respondent organization

Community Benefit & Sustainability

- Strength of proposed community benefit provisions
- Environmental sustainability and ecological sensitivity
- Accessibility and affordability commitments

SECTION 10: LEGAL & ADMINISTRATIVE PROVISIONS

10.1 Procure

THIS REQUEST FOR INFORMATION DOES NOT BIND THE CITY A SOLICITATION OR BIDS, PROPOSALS, OR OFFERS, NOR DOES IT CONSTITUTE A COMMITMENT BY THE CITY OF JACKSON TO ISSUE A REQUEST FOR PROPOSALS, REQUEST FOR QUALIFICATIONS, OR OTHER FORMAL PROCUREMENT DOCUMENT.

The City is not obligated, by reason of this RFI or any response thereto, to award a contract, enter into a partnership agreement, or take any other procurement action. The City reserves the right to cancel this RFI, decline to issue any subsequent solicitation, and reject any or all responses, in whole or in part, at any time and for any reason, without liability to any respondent.

10.2 Non-Binding Nature

All information submitted in response to this RFI is provided on a non-binding basis. Submission of a response creates no contractual obligation on the part of the respondent and no obligation on the part of the City to pursue any specific course of action. No respondent shall have any right to claim damages, lost profits, costs of preparation, or any other remedy as a result of participating in this RFI process.

10.3 Procurement for Services

This RFI is issued solely for information and planning purposes. No work should be commenced, and no expenses should be incurred, in reliance upon this RFI or any response thereto unless directed by City of Jackson in writing. The City will not reimburse any costs incurred by any respondent in connection with the preparation or submission of an RFI response.

10.4 Public Records

The City of Jackson is a governmental entity subject to the Mississippi Public Records Act (Miss. Code Ann. § 25-61-1 et seq.). Responses to this RFI may be subject to public disclosure pursuant to applicable law. Respondents who believe that any portion of their response contains proprietary, trade secret, or confidential commercial information are advised to clearly mark such portions and to submit a written explanation of why such information qualifies for protection under applicable law. The City will give reasonable consideration to such requests but cannot guarantee confidentiality for any materials submitted. Respondents are encouraged to consult with legal counsel prior to submitting any information they consider sensitive.

10.5 Conflict of Interest

Any respondent that has an existing contractual relationship with the City of Jackson, or that has participated in any prior planning effort related to the Livingston Park/Jackson Zoo campus, must disclose such relationship in their response. The City reserves the right to disqualify any respondent that the City, in its sole discretion, determines to have a conflict of interest that could impair the integrity of any future procurement process.

10.6 Amendments & Addenda

The City reserves the right to modify, amend, or supplement this RFI at any time. Any amendments or addenda will be distributed to all registered interested parties and posted on the City's official procurement portal. Respondents are responsible for monitoring the City's procurement portal for any updates.

10.7 Lobbying Prohibition

Respondents and their agents, employees, and representatives are prohibited from directly or indirectly lobbying any City official, employee, or elected official regarding this RFI or any related matter from the date of issuance of this RFI through the conclusion of any resulting procurement process. Violations of this provision may result in disqualification.

10.8 Waiver of Claims

By submitting a response to this RFI, each respondent agrees to waive any and all claims against the City arising from or related to the RFI process, including claims based on any alleged reliance upon representations made in this document or in any oral communications from City staff.

SECTION 11: CONTACT INFORMATION & ADDITIONAL RESOURCES

11.1 Primary Point of Contact

All questions, requests for information, and RFI submissions should be directed to the City's designated Point of Contact, to be identified upon formal release of this RFI. Contact information will be provided in the official release notice.

Primary Contact	Kahrna Stimley / Von Anderson
Title	Director / Special Projects
Department	Department of Parks & Recreation, City of Jackson
Mailing Address	200 South President Street, Jackson, Mississippi 39201
Email	procurement@jacksonms.gov, vonanderson@jacksonms.gov & kstimley@jacksonms.gov
Procurement Website	https://jacksonms.gov/business/business-procurement-and-contract/
Procurement Portal	www.jacksonmsbids.com

11.2 Additional Resources

The following background documents referenced in this RFI may be made available to interested respondents upon request:

- Capital City Family Entertainment Complex — Concept Study & Preliminary Capital Budget Estimate (Wier Boerner Allin Architecture, March 2015)
- Jackson Zoo Master Plan — Short Summary, Phase 1 (City of Jackson's Department of Human and Cultural Services / August 2015)
- Additional site map

To access documents, respondents should view the procurement website; attachment information will be provided within the website portal.

11.3 Site Visit

The City encourages interested respondents to visit Livingston Park and the Jackson Zoo campus at their own initiative prior to submitting a response. The Park and Zoo are publicly accessible. Site visits must be conducted during normal operating hours. Interested respondents may contact the City's Point of Contact to arrange a facilitated site tour with City and Zoo staff, subject to availability.

CLOSING STATEMENT

The City of Jackson stands at an extraordinary moment of opportunity. With strong foundational planning, a world-class natural setting, a beloved zoological institution, and a community hungry for investment and revitalization, the Livingston Park and Jackson Zoo campus is poised to become one of the Southeast's premier family recreation and entertainment destinations.

We recognize that realizing this vision will require creativity, partnership, and the best thinking from innovators and developers across a range of disciplines. This Request for Information represents the City's formal invitation to that conversation an open door to those who share our excitement for what Jackson can become.

We look forward to receiving your ideas and to the partnerships that may follow.

City of Jackson, Mississippi

Office of the Mayor | Department Human & Cultural Services
200 South President Street | Jackson, Mississippi 39201
www.jacksonms.gov

RFI No. 98863-020927 | Issued October 29, 2026