

INTRODUCTION AND BACKGROUND PURPOSE OF THE REQUEST FOR PROPOSAL

The City provides vital services to City residents and requires capable and competent Retail Development Services.

The (CITY) will evaluate and select a singular firm to develop and implement a plan for retail and restaurant retention and recruitment to support its Economic Development efforts. The selected Vendor shall be required to sign an agreement which the City determines to be fair, competitive, and reasonable.

Minimum Qualifications:

To be eligible to respond to this Solicitation, the Vendor must demonstrate that it has sufficient qualifications, resources and experience to provide the services under this solicitation. Any respondent that fails to meet all the following minimum qualification requirements may be noted as “NON-RESPONSIVE”. Those qualifications are as follows:

- Vendor shall have a minimum of 8 years’ experience in retail real estate.
- Vendor shall have a minimum of 8 years’ experience making outreach to property owners, brokers, developers, retailers, restaurant, and other retail industry players on behalf of their Client’s
- Vender must have partnership with full service commercial real estate firm focused on retail real estate
- The vendor must be able to demonstrate active participation in International Council of Shopping Centers and Retail Live
- Vendor must demonstrate experience in data collection, reporting and identifying opportunities for the expansion and attraction of new retail sales operations in the City.
- Vendor must demonstrate experience beyond data collection and into relationship and connections with retail operators.
- Vendor must have at least 15 members of staff with a current Real Estate License.
- Vender must have at least 2 members of staff with the CCIM Professional Certification
- Vendor must demonstrate and provide example deliverables for retail, restaurant, and downtown / main street efforts
- Vendor must demonstrate and provide examples of support for existing small businesses

The City is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by the City.

GUIDELINES FOR PROPOSAL PREPARATION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to the City in terms of cost, functionality, and other factors as specified elsewhere in this RFP. The City is desiring to enter in to an agreement with one vendor who can perform all functions requested within this RFP.

The City reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor,
- Accept other than the lowest priced offer if certain factors are met that prove to be advantageous to the City
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for the City evaluation of the Vendor's proposal.

The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Scope & Approach: Retail and Restaurant Analysis and Recruitment
3. Scope & Approach: Downtown / Main Street
4. Scope & Approach: Small Business Support
5. Dedicated Team
6. Pricing
7. References
8. Minimum Qualifications

The detailed requirements for each of the above-mentioned sections are outlined herein.

SECTION IV

DETAILED RESPONSE REQUIREMENTS

I. EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

II. SCOPE AND APPROACH: RETAIL & RESTAURANT ANALYSIS & RECRUITMENT

Include a plan of action the Vendor plans to perform for proactive outreach to new

retail and restaurant businesses not currently in the market with a plan to attract those brands to open a new location in CITY. Should reflect each of the requirements listed in the Scope of Work Section of this RFP.

III. SCOPE AND APPROACH: DOWNTOWN / MAIN STREET

Include description of approach to provide customized, implementable recommendations and steps CITY should perform to enhance the business environment downtown to attract tourism and quality of life for local citizens. The proposal should reflect each of the requirements listed in the Scope of Work Section of this RFP.

IV. SCOPE AND APPROACH: SMALL BUSINESS SUPPORT

Include technical expertise by phase for existing small business for retention. This section should include a description of each major type of work being requested of the Vendor.

V. DEDICATED TEAM

Include information on the team that will be interacting with the City.

VI. DETAILED PRICING

Investment schedule for a minimum of three years of service.

VII. REFERENCES

Provide five current references for similar communities in which you have performed similar work in Retail Recruitment and Analysis. Provide three references for communities where you have performed Downtown / Main Street Revitalization and Rejuvenation efforts.

VIII. MINIMUM QUALIFICATIONS

This section will present the criteria identified in the Minimum Qualifications and include proof or examples showing that the vendor meets the minimum qualifications.

SECTION V SCOPE OF WORK

The City is seeking retail services for retail recruitment and retention with a focus on data and commercial real estate. The City will work closely with the vendor to implement the plan in this partnership. The vendor will serve as an extension to the staff.

New Business Recruitment

I. RESEARCH

1. Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
2. Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
3. Conduct retail peer market analysis
4. Competition analysis of identified target zones trade area(s)
5. Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
6. Customized retail market guide including aerial map with existing national retailer brands and traffic counts
7. Retail competitor mapping/analysis
8. Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
9. Identification of at minimum 30 retail prospects to be targeted for recruitment over three-year engagement
10. Updates provided on retail industry trends
11. Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

II. BOOTS ON THE GROUND ANALYSIS

1. Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities
2. Identification of priority business categories for recruitment and/or local expansion
3. Perform competitive analysis of existing shopping centers and retail corridors
4. Active outreach to local brokers and land owners