

REQUEST FOR PROPOSALS (RFP) FOR
RETAIL RECRUITMENT CONSULTANT SERVICES

INTRODUCTION

Naples City abuts Vernal City, the county seat in Uintah County, about 175 miles of east of Salt Lake City and 20 miles west of the Colorado border. As of the 2010 census, the city population was 2,000. Naples, much like Uintah County, has a dominating economic cluster with the oil, gas and mining industries.

SUMMARY OF REQUEST

Naples City invites interested and qualified consulting firms and/or individuals to provide consultant services to develop a retail development strategy that maximizes the retail and restaurant potential for Naples City as well as provides business retention tools and analytic portal to customize reports. The City is issuing this Request for Proposal (RFP) in order to attract consultant proposals that focus on retail recruitment strategy that focuses on facilitation of retail growth and retention in the City as well as understanding the retail landscape of the City and identify retail gaps. Thus, the City seeks an Analytics and Retail Recruitment Consultant to provide a market and business recruitment. The City invites all consultants interested in conducting proposals for this analytic assessment and active recruitment partnership to submit a sealed proposal to the City.

The goal of the overall project strives to address the following four key phases:

1. Market Analysis
2. Development of a – ‘Results Driven’ Retail Recruitment Plan
3. Implementation of the Plan
4. Marketing and Representation

The successful firm/individual will conduct a site assessment of the City’s market trade area and profile the customer’s buying habits, lifestyle characteristics and media habits. The results of the assessment will be used to guide the elected officials and City staff to make decisions and commitments to grow the City’s retail sector and shape goals and policy long term.

- a) Retail Recruitment and Retention Assessment Analysis should take into consideration and include the following key points for Assessment portion (Phase 1):

Deliverable: Market Analysis Report

- Population and household increases
- Competition
- Existing retail firms
- Retail leakage and surplus
- Retail development in similar cities
- Cannibalization
- Retail trends
- Key psychographics
- Market Viability
- Report tools for existing and local retailers

- b) Development of a successful “results driven” Retail Recruitment Plan will aid Naples City in recruiting retail development by listing the following (Phase 2):

Deliverable: Retail Recruitment Plan

- Identification of short- and long-term goals for the City’s economic sector
- Identify appropriate prospective retailers suited for the City’s needs
- Recognize the strengths and weaknesses of the City’s retail market
- Identify sites for potential retail development consistent with the City’s General Plan

- c) The utilization of the analysis report and the development of the Retail Recruitment Plan should result in the consultant assisting in implementation which should include (Phase 3 and 4):

Deliverable: Marketing and recruitment materials to implement development goals, an active representation of the City, which includes generating and responding to leads, recruit and land new retail tenants within the City.

- Contacting and attracting potential retailers
- Work with local officials, property owners, real estate brokers, and other stakeholders to build and retain the retail sector
- Represent the City at regional and national conferences for the duration of the contract and generate recognition to Naples City to prospective retailers
- Assist in production of marketing materials for use by retail prospects, both physical and digital versions to enhance Naples City’s retail environment
- Meeting(s) with the Naples City Councilmembers to discuss findings

While the project is not limited to the preceding, it should strive to include an address these key factors.

In seeking the consultant that fits our selection criteria the best, Naples City expects the selected firm to address the following concerns throughout the different phases set forth in this RFP:

- Develop trade area analysis focused on drive time delineation
- Develop profiles of customers in the trade area based on purchasing habits, media habits, and lifestyle characteristics
- Assess the retail potential of sites in the city and unique demographics attributes
- Recommend specific retailers and restaurants that match the City’s customer profile
- Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion
- Conduct outreach efforts for each of the retailers and restaurants identified, including the preparation of custom marketing materials as appropriate
- Provide analytic Customer Propensity Reports to assist local retailers with merchandising and marketing decisions
- Provide a retail leakage/surplus analysis
- Provide a long-term partnership with unlimited access to GIS and staff to help optimize marketing efforts
- Provide an in-depth segment assessment of the City
- Ability to provide access to visitor data from credit card transactions (optional/recommended – not required)

- Educate local retailers on benefits of analytics program for existing businesses
- Provide regular project reports and presentation of data that is driven to demonstrate a return on the investment to the City

PROPOSAL FORMAT AND CONTENT

Proposals shall adhere to the following format for organization and content. Proposals must be typed and arranged/divided in the following sequence to facilitate evaluation:

1. PROPOSAL

The proposal shall not exceed a total of 30 single-sided, or 15 double-sided 8.5" x 11" pages. Interested firms must submit one (1) original and two (2) hard copies of the proposal in your submission package by the proposal deadline. Additionally, the submission package must include a PDF file of the proposal on either a CD, DVD, or USB drive.

2. TRANSMITTAL LETTER

The proposal shall be transmitted to the City with a cover letter describing the Consultant's commitment and ability to provide the services. The letter shall state that the proposal shall be valid for, at minimum, a 90-day period and should include the name, title, address, telephone number, and email address of the individual to whom correspondence and other contacts should be directed during the selection process. The person authorized by the Consultant to negotiate a contract with the City shall sign the cover letter.

Address the cover letter as follow:

Joshua Bake
Naples City
1420 East 2850 South
Naples, Utah 84078

Also include in the transmittal letter the legal name of the firm, the year established, the firm's address and telephone number.

3. UNDERSTANDING OF REQUIREMENTS

This section of the proposal shall clearly convey the Consultants understanding of the City's requirements, and its ability to meet the requirements of the RFP.

4. EXPERIENCE OF FIRM

A qualified and acceptable consultant firm should possess the following criteria:

- Experience in preparing retail recruitment plans to address the needs of the City
- Experience in locating and working with a diverse group of retailers
- Knowledge and background in obtaining funding sources
- Experience in working with municipal government

- List of personnel to be assigned to the proposed project

5. REFERENCES

Include at least three references (names, current phone numbers and emails) from agencies where the Consultant has provided similar services. The City prefers references from individuals from UT local governments that are of similar size to the City who have worked with the Consultant on similar projects.

6. ADDITIONAL REQUIREMENTS

Each consultant should confirm ability to provide the following differentiators:

- Long-Term Partnership
Provide unlimited access to consultant staff. Provide access to booth space to help optimize marketing efforts at the International Council of Shopping Centers (ICSC) annual meeting in Las Vegas, NV and other tradeshow and conferences that fit the needs of the recruitment strategy developed for Naples City
- Exclusive Access
Utilize relationship to access data and develop an actionable program to recruit retail
- Retail Experience
Maintain a national market presence and display a useful knowledge of the retail industry
- Access to datasets
Access to distinct data sets ranging from household level consumer information to various relative geographic variables
- Education
Provide education to staff, elected officials and businesses on the benefit of analytic data

7. PRICING

Each proposal is required to include a quotation of rates, fees, or charges and all other costs in a detailed cost proposal. Consultant shall explain in detail how costs are calculated. Include a not to exceed, total expected cost of the term of the agreement.

8. INSURANCE

Provide current business insurance.

9. OTHER

List any other information that might aid in our selection.

EVALUATION OF PROPOSALS

All proposals shall be reviewed to verify that the Consultant has met the minimum requirements as stated in this RFP. Proposals that have not met minimum content or quality standards, do not provide references, or take unacceptable exceptions to the RFP will be rejected as non-responsive.

Proposals will be evaluated on the following criteria:

- Proposed cost to provide services
- Experience of Firm and Project Team
- References
- Quality of proposal and contents

The most qualified Consultant(s) may be asked to participate in an oral interview to discuss in greater detail the content of the Proposal. The City will notify finalists, if interviews are conducted, of the date and time of the interview.

The most highly qualified Consultant shall then enter into exclusive negotiations with the City to formalize the Agreement, Plan Requirements, and Compensation. These negotiations will address a fair and reasonable price and other terms of the agreement. If the City is unable to obtain a fair and reasonable price, or cannot reach an agreement regarding the terms, then the City will end negotiations with that Company and begin negotiations with the next Company which best meets the needs of the City, and so on until the City can reach an agreement with a qualified Company.

REJECTION OF PROPOSALS

The City may reject any and all Proposals and may waive any immaterial deviation in a Proposal. The City's waiver of an immaterial defect shall in no way modify this RFP or excuse the Consultant from full compliance with this RFP and/or Contract documents if awarded the Contract. Proposals that include terms and conditions other than the City's terms and conditions may be rejected as non-responsive. The City may make investigations as deemed necessary to determine the ability of the Consultant to perform, and the Consultant shall furnish to the City all such information and data for that purpose as requested by the City. The city reserves the right to reject any Proposal if the evidence submitted by, or investigation of, such Consultant fails to satisfy the City that the Consultant is properly qualified to carry out the obligations of the Agreement and to complete the work described therein.

AWARD OF CONTRACT

Award of Contract or rejection of Proposals will be made by the City within ninety (90) calendar days following the Proposal due date, at which time the City will work with the Successful Consultant to develop the implementation plan and timeline. The City reserves the right to modify the Award of Contract or rejection date as best meets the needs of the City. The City reserves the right to reject any or all Proposals in response to this RFP in the best interest of the City. The City further reserves the right to waive any informalities or irregularities in the Proposals. The City shall not be liable for any cost incurred in connection with the preparation and submittal of any Proposal.

Award, if any, will be to the Consultant whose Proposal best complies with the requirements of this RFP.

The City reserves the right to award the Contract as complete, or any part thereof, including any and all schedules, locations, additive alternatives, or extra work.

CONTACT TERM

The total term of the Agreement will be for two (2) years. The Agreement may be extended for additional terms upon mutual agreement in writing by both parties.

Should the option to renew for additional terms be exercised, the City and the Consultant may negotiate any and all pricing increases and term length. Any decrease in costs to Consultant shall be passed through to the City.

CONTRACT DOCUMENTS – PRECEDENCE

In submitting a Proposal, the Consultant agrees to enter into an Agreement with the City.

In the event of a conflict existing between documents, the following order of precedence shall apply:

- Agreement
- Addenda, if any
- City Request for Proposals
- Consultant's Response to the Request for Proposals

EXECUTION OF AGREEMENT

After notification of intent to award Contract, the following Contract documents shall be signed and returned to the City within ten (10) business days from the date the City mails, or by other means, delivers said documents to the Consultant.

- A. Two (2) originals of the Agreement in the form agreeable to both parties, properly executed by the Consultant.
- B. Properly executed policies or Certificates of Insurance, including an Additional Insured Endorsement for each policy

No Agreement shall be binding upon the City until all documents are fully executed by the Consultant and the City.

FAILURE TO EXECUTE THE AGREEMENT

Failure to execute the Agreement and furnish the required insurance, within the required time period shall be just cause for the recession of the award. If the successful Consultant refuses or fails to execute the Agreement, the City may award the Agreement to the next qualified Consultant.

CANCELLATION

The City reserves the right to cancel this RFP at any time should it be deemed to be in the best interest of the City. No obligation either expressed or implied exists on the part of the City to make an award based on the submission of any Proposal.

ADMINISTRATIVE CONTACT

Any questions regarding contractual terms and conditions, proposal format, or Insurance Requirements shall be directed to:

Joshua Bake
Naples City Administrator
435-789-9090
435-299-2219
jbake@naples.utah.gov

DUE DATES

All sealed Proposals are due to the City by 2:00 PM on December 2. Any Proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. It is the responsibility of the Proposer to ensure that the Proposal is delivered to the Place by the time received in this RFP. Any late Proposals shall be returned unopened.

SCHEDULE OF EVENTS

The City reserves the right to modify the content or schedule of these events at any time, for any reason.

RFP Distribution	October 22, 2019
Clarification Requests about the RFP	Due before 2 PM on November 29, 2019
Last day to Post Addenda	November 29, 2019
Proposal Due Date	December 2, 2019
Proposal Evaluation by Committee	December 3, 2019
Negotiation/Selection Process	December 5, 2019
Notice of Intent to Award	December 12, 2019