



REQUEST FOR PROPOSAL/ RETAIL MARKET ANALYSIS AND DEVELOPMENT PLAN

February 2019



"Proud Heritage...Promising Future."

SUMMARY OF REQUEST

The City of Dade City is seeking proposals from qualified professional firms for the creation of a "Retail Market Analysis and Development Plan". Firms wishing to respond may find the RFP located on the City's website at <http://www.dadecityfl.com/departments/government/BIDS/QUOTES/AUCTIONS.php>.

The purpose of this RFP is to understand the retail landscape in the City of Dade City market, identify retail gaps, and evaluate the impact of retail growth in other areas of the retail trade area, identify and evaluate retail locations, compare the City of Dade City market to similar like-kind cities and to identify and broker potential prospects for the City market. Scope of services will include, but are not limited to, the following:

1. Conduct Market Research
2. Develop Retail Recruitment Plan
3. Implementation of Retail Recruiting Plan
4. Ongoing Representation (optional)

The RFP has three different phases for the retail market analysis and development plan. The first phase includes a City wide market analysis of the current conditions. After conducting the market analysis, a development plan will be conducted to show potential growth and redevelopment sites for future growth within the City of Dade City.

The second phase targets several specific commercial corridors within the City of Dade City. Within the corridors, a more detail market analysis and development plan should be conducted for each specific corridor.

The third phase includes retail market introductions with potential businesses, marketing development, and meetings with county and state officials as necessary.

Eight (8) hard and one (1) electronic copies of proposals shall be delivered to the City of Dade City's City Hall. Please mark "Proposal for the City of Dade City Retail Market Analysis and Development Plan" on the envelope which must be received by 2:00 pm EST on Thursday, March 7, 2019.

Questions about the RFP should be submitted via email to Heather Washburn hwashburn@dadecityfl.com AND Michael Sherman msherman@dadecityfl.com.

SPECIFIC INFORMATION REQUESTED WITHIN PROPOSAL

- **Explanation of Experiences:** Preferences will be given to consultants who have experience with governmental retail analysis.
- **Abilities and Backgrounds of Personnel:** Consultants should list the key personnel who will be responsible for providing services, and provide resumes for those individuals. Please include all relevant experience during the last 3 years with similar governments, and all applicable licenses.
- **Ability to Complete the Scope of Work:** Consultants should comment on their ability to complete the scope of work listed below, being sure to list any items they do not feel they would be able to complete, and any additional items they can provide above the scope.
- **Detailed Explanation of Costs:** Explain in detail how costs are calculated and what the City of Dade City can expect to pay for the services provided.
- **References:** Include a minimum of three (3) references for the City of Dade City to contact. At least two references should be a former client.

SCOPE OF WORK

Phase 01 | City as a Whole

The City is seeking a retail marketing analysis and development plan that will provide for current and future retail needs to ensure continued economic health of the City. The first phase of the project will involve a higher-level City wide review and analysis of the community and trade market area.

1) Market Analysis

- Stakeholder involvement (i.e. business owners, local and regional economic development professionals, City officials, etc.)
- Existing conditions assessment
- Customer profiles
- Market and retail GAP analysis
- Review City policies
- Define retail trade area

2) Development Plan

- Identity potential growth and redevelopment sites
- Recommendation of retail prospects
- Provide recruitment strategy

Phase 02 | Specific Targeted Areas

The second phase of the project is a more in detail analysis of the following districts:

1. 301 Corridor
2. Downtown
3. State Road 52

These three (3) areas comprise a majority of the City’s commercial and retail activity within the community. Each area has its own individual unique characteristics and challenges. Staff is seeking assistance and a more in-depth detailed analysis on each area with recommendations to improve the quality and diversity of the commercial and retail corridors.

Phase 03 | Implementation of Retail Recruiting Plan.

The third phase of the project is will involve aiding the City with implementation of those steps identified in the Retail Recruiting Plan. This shall include:

1. Development of marketing materials;
2. Arranging for and attending meetings with prospective commercial/industrial opportunities;
3. Assistance creating electronic marketing profiles for public distribution;
4. Site mapping through ESRI;
5. Recruitment of retailers and developers; and
6. Represent the City at retail industry conferences.

Phase 03 will also include one or more meetings with the Dade City Commissioners to discuss findings.

PROPOSAL REQUIREMENTS

The following must be received by the proposal due date:

- **Title Page** – The title page shall show the proposal subject, the firm’s name, address, and contact person.
- **Cover Page** – The cover page shall briefly state your understanding of the work to be performed and statements as to why the firm believes it is qualified to perform the work.
- **Consultant’s Qualifications and Related Experience** – There must be sufficient information provided regarding experience with government organizations.
- **References** – Provide a listing of three (3) clients who are like the City of Dade City for which you or your firm has provided retail analysis. At least two (2) references should be a former client. This section to include the services being provided and a short description of the client. Please provide contact information for the references.
- **Proof of Insurance**—Provide current business insurance.

EVALUATION CRITERIA

Evaluation Criteria: The following factors will be considered when evaluating the proposals. The factors are not listed in order of importance.

- Qualifications of firm
- Qualifications and experience of the staff to be assigned to the project
- Ability to meet the Scope of Work
- Project cost
- Services beyond the Scope of Work
- References

During the evaluation process, the City of Dade City reserves the right to request additional information or clarifications from proposers and the right to reject any or all proposals. The costs of developing proposals are entirely the responsibility of the individual or consultant, and shall not be charged in any manner to the City of Dade City. This includes, but is not limited to, the direct cost of consultant's personnel assigned to prepare consultant's response to the RFP and any out-of-pocket expense (including, but not limited to travel accommodation, supplies, etc.) incurred by the individual or consultant in preparing the response to the proposal.

Send Proposals to:

**Attention: Heather Washburn, Project Manager/Planner I
Building Department
City of Dade City
Dade City, FL 33525
"Proposal for the City of Dade City Retail Market Analysis and Development Plan"**

Due Date & Time:

Submissions Due: March 7, 2019 by 2:00pm
Interview with selected candidates: March 28, 2019 (anticipated)
Final Selection: April 9, 2019 (anticipated)

There will be multiple meetings with City staff and several updates in a work session environment to the City Board culminating in at least one City Board regular session where the study and results are formally adopted. Any and all sub-contractors must receive City staff approval prior to participating in this study.