



## REQUEST FOR QUALIFICATIONS RETAIL DEVELOPMENT SERVICES

The City of Shelbyville provides vital services to residents and requires capable and competent retail development services. The City will evaluate and select a singular firm to develop, train, and implement a plan for national retail and restaurant recruitment to support its economic development efforts. The selected vendor shall be required to sign an agreement that 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 of experience in retail recruitment
- Vendor shall have a minimum of 8 years of experience in reaching out to property owners, brokers, developers, retailers, restaurants, and other retail industry players on behalf of their clients
- Vendor must have a partnership with full service commercial real estate firms 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 have experience beyond data collection, and demonstrate relationship and connection with retail operators
- Vendor must have at least 3 members of staff with the CCIM Professional Certification

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 RFQ 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 RFQ. The City is desiring to enter into an agreement with one vendor who can perform all functions requested within this RFQ.

The City reserves the right to:

- Reject any or all offers and discontinue this RFQ process without obligation or liability to any potential vendor
- Accept other than the lowest price 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 qualifications shall be submitted as set forth below. The vendor will confine its submission to those matters sufficient to define its qualifications and to provide an adequate basis for the City's evaluation.

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

1. Executive Summary
2. Scope & Approach: Retail and Restaurant Analysis and Recruitment
3. Dedicated Team
4. References
5. Minimum Qualifications

### **DETAILED RESPONSE REQUIREMENTS:**

#### **EXECUTIVE SUMMARY**

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

#### **SCOPE AND APPROACH: RETAIL & RESTAURANT ANALYSIS & RECRUITMENT**

Include detailed information and technical expertise by phase. This section should include a description of each major type of work being requested of the vendor. The submittal should reflect each of the requirements listed in the Scope of Work Section of this RFQ.

## **DEDICATED TEAM**

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

## **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 training on national retail recruitment.

## **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.

## **SUBMITTALS**

Five (5) paper copies and one (1) PDF on flash drive) to Lori Saddler, Purchasing Director, 201 N. Spring Street, Shelbyville, TN 37160. **All letters of interest and qualification packets must be received by 2:00 p.m. CST, Tuesday, August 29, 2023, in a sealed packet.**

Evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, color, sex, creed, or national origin.

The City of Shelbyville is subject to the Open Records Act, TCA 10-7-501, et. Seq. Bidders are advised that all documents submitted on behalf of this invitation shall be open to the public for viewing and inspection. The City of Shelbyville will fulfill Public Records Requests in compliance with Tennessee Open Records Act.

Regarding questions related to this notice, please contact Scott Collins, City Manager, City of Shelbyville at (931) 684-2691 or email [scott.collins@shelbyvilletn.org](mailto:scott.collins@shelbyvilletn.org).

## **SCOPE OF WORK**

The City of Shelbyville is seeking retail services to develop a plan and receive training to attract desired retail and restaurants to the community. The City will work closely with the vendor to enhance business retention, identify City's strengths and weakness and leverage those into a retailer's decision to locate inside the City. The vendor will serve as an extension to the staff.

1. Identification of priority business categories for recruitment and/or local expansion
2. Identification of at minimum 15 retail prospects to be targeted for recruitment
3. Identification of the top real estate sites viable for commercial investment
4. A minimum of 6 hours of training on how to implement the plan
5. On-demand online courses available for 12 months
6. Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade areas
7. Research provided upon request for 12 months
8. Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
9. Retail GAP analysis for trade area (i.e. leakage and surplus)
10. Retail peer market analysis
11. Competition analysis of identified target zones trade area(s)
12. Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
13. Customized retail market guide including aerial map with existing national retailer brands and traffic counts