



City of Goodlettsville Request for Proposals  
Retail Development Services  
**Proposal Deadline January 26, 2017**

*Be advised that any conversations (in reference to this proposal) between vendors and any City employee or City official outside of the contact identified in this document during the entire competitive process is strictly prohibited. Such actions will result in removal of the vendor from the bidder's list and rejection of the vendor's bid. The ONLY official position of the City is that position, which is stated in writing in this document. No other means of communication, whether written or oral, shall be construed as formal or official response statement.*

**Purpose:**

The City of Goodlettsville is seeking proposals for retail development services for the City of Goodlettsville, TN.

The City of Goodlettsville will hereinafter be referred to as the "City." Respondents to the RFP shall be referred to as "Vendors." The Vendor to whom the contract is awarded shall be referred to as the "Contractor."

**City Info:**

The City of Goodlettsville is situated in a prime location for commercial development and redevelopment. Intersected by I-65 on the northern edge of metro Nashville, Goodlettsville is strategically located just 20 minutes from Nashville International Airport, 10 minutes from a major retail shopping district, 20 minutes from downtown Nashville, yet still surrounded by rolling wooded hills and farmland.

Major corporations have made Goodlettsville their headquarters, enjoying all the benefits and quality of life to be found in this Southern hometown community.

Goodlettsville is an attractive blend of small-town charm and big city amenities. Its Main Street district is filled with antique stores, specialty shops, art and craft studios and family-owned restaurants. Goodlettsville is located in both Davidson and Sumner Counties with combined

population of close to 1,000,000 people. With two main commercial corridors and over 85,000 cars per day along I-65 passing through Goodlettsville.

There are numerous businesses in Goodlettsville and an attractive portfolio of land waiting to be developed, available retail and restaurant space ready to be occupied, and public services that are second to none.

The City departments currently include Administration, Police, Fire, Public Works, Community Development Services (Codes & Building Safety/Fire Marshall & Planning) as well as Economic & Community Development-- all headed by the City Manager's Office. The governing body is very active and consists of five City Commissioners, including the Mayor and the Vice Mayor. The Commissioners are committed to working with businesses to help Goodlettsville thrive.

**Contract:**

This Solicitation or the response shall not constitute an agreement with the City. No agreement is binding or official until approved by Board of Commissioners. 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 follow:

- Vendor shall have a minimum of 4 years of experience with retail market analyses.
- The vendor must be able to demonstrate active participation in ICSC.
- Vendors must use mobile data as part of their business model.
- Vendor must have a minimum of 20 employees of staff.
- Vendor must have a minimum of 10 licensed real estate professionals on staff.
- Vendor must provide at least 3 references of clients to which similar services have been provided in the last 2 years.

**Communication:**

It is the responsibility of the Vendor to inquire about any requirement of this RFP that is not understood. Responses to inquiries, if they change or clarify the RFP in a substantial manner, will be posted as addenda on the city website at [www.goodlettsville.gov](http://www.goodlettsville.gov). The City will not be bound by oral responses to inquiries or written responses other than addenda. Inquiries about the RFP must be made to:

Jeff McCormick, Director  
Economic & Community Development  
[jmccormick@goodlettsville.gov](mailto:jmccormick@goodlettsville.gov)  
(615) 851-2204

The deadline for all inquiries is January 26, 2017 at noon.

**Evaluation:**

From the proposals submitted, the City of Goodlettsville will select a vendor based on:

- Demonstrated capacity and experience.
- Demonstrated success with business model.
- Qualifications of staff.
- Relevant experience within the last 2 years.
- How well the proposal responds to the information requested in the RFP while meeting City needs and budget.

**Scope of Work:**

The City of Goodlettsville is seeking retail services analysis to aid our Economic Development department to attract desired retail and restaurants to the community.

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies.
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis.
- Perform competitive analysis of existing shopping centers and retail corridors
- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry.
- Retail Real Estate Analysis must be performed by Licensed Retail Real Estate Professionals.

**Deliverables:**

- Identify/Evaluate/Catalog priority commercial properties for development, re-development and higher and best use opportunities.
- Outline Target Zones for Development, Redevelopment, and Leasing.
- Aerial imagery of trade area(s).
- Competitive analysis for identified target zones for trade area(s).
- Site selection criteria for at least 20 retail/restaurant prospects.
- Identification of priority business categories for recruitment and/or local expansion.
- Identification of a minimum of 20 retail/restaurant prospects.
- Tapestry lifestyles-psychographic profile of trade area(s)/market segmentation analysis.
- Custom on-demand demographic research-historical, current and projected demographics-to include market trade areas by radius/drive time and custom trade area.
- Customized Marketing Guide (4 page minimum).
- Strategy Presented by the Team via Conference Call and/or Skype or combination thereof.
- Provide updates on retail industry trends.

**Award:**

It is the intent of the City to award this bid to one Vendor. The City reserves the right to conduct any tests it may deem advisable and to make all evaluations. The City reserves the right to reject any or all proposals, in whole or in part and will accept the proposal that best suites the City and the City's services. The City reserves the right to waive minor irregularities. A proposal may be rejected if it is in any way incomplete or irregular.

It is the responsibility of the Vendor to inquire about any details of this RFP that are not understood. All inquiries must be submitted by email. Responses to inquiries, **if they change** the RFP in a substantial manner, will be forwarded by email addenda to all parties that have received a copy of the RFP. Therefore, it is the responsibility of the Vendor to ensure an email address has been provided.

**Submission:**

A **SIGNED** original, two (2) copies and one digital copy of the proposal must be received at

Goodlettsville City Hall  
Attention: Charlie Ballard  
105 South Main Street  
Goodlettsville, TN 37072.

**Deadline for submittals is January 26, 2017 at 2pm.** The proposal must be date/time stamped by Goodlettsville City Hall in order to be considered. Vendors are strongly encouraged to submit proposals in advance of the due date/time to avoid the possibility of missing the deadline due to unforeseen circumstances. Vendors assume the risk of the methods of dispatch chosen. The City assumes no responsibility for delays caused by any package or mail delivery service or unforeseen condition. A postmark on or before the due date **WILL NOT** be a substitute for receipt of proposal. Proposal packages must come as a whole set of information, do not submit parts of the proposal on different days through different methods. Proposals received after the due date and time will not be returned. Additional time will not be granted to any single bidder, however, additional time may be granted to all Vendors when the City determines that circumstances require it. **FAXED OR E-MAIL PROPOSALS WILL NOT BE ACCEPTED.**

**Envelope:**

The signed proposal should be submitted in an envelope or package, sealed and identified **On The Outside of the Envelope** with vendor's name, vendor contact name, contact e-mail, RFP # 1612-0039, contact phone number and Due date.

**Materials to Include:**

1. Contact Information
2. Description of company (including capacity)
3. List of retail relationships (at least ten)
4. Resumes of relevant staff
5. Description of similar experience (Including those served within last 2 years)
6. E Verify Affidavit or Statement
7. Certificate of Insurance
8. Professional Certifications
9. References as previously described.

**Selection:**

All proposals are due on or before **January 26, 2017 at 2:00 p.m. CST**. Each proposal will be evaluated by the appropriate staff. If necessary, three vendors will be placed on a short list and may be asked to come in for an interview. The vendors that may be selected to come in for an interview may be asked to submit additional information. Those asked to interview will be notified at least (1) week prior to the interview date of any additional information that will be needed from our office. We reserve the right to ask for clarification or additional information contained so that a fair and comprehensive evaluation of all proposals can be conducted. If (3) or fewer proposals are received, the City reserves the right to terminate this process and begin again or to choose from the submissions.

The final vendor selection will be notified by City staff within 30 days of proposal submission deadline or notification of progress will be sent to all bidders if selection cannot be made within this time frame.

The City of Goodlettsville does not discriminate on the basis of age, race, sex, color, national origin, religion or disability in admission to, access to, or operation of its programs, services or activities, nor does it discriminate in its hiring, employment or purchasing practices. Contact the City Manager at (615) 851-2200 with questions, concerns, complaints and with requests for ADA accommodations.

**Debarment:**

Submission of a signed proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State, Federal department or agency. Submission is also agreement that the City of Goodlettsville will be notified of any change in this status.

**E-Verify:**

All Vendors must submit an affidavit to certify that they participate in the Federal Employment Eligibility Verification. Participation in the E-Verify program must commence before the bid deadline, and an E-Verify affidavit is included in this package.

CONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10- 91, stating affirmatively that the individual, firm, or corporation which is engaging in the physical performance of services on behalf of the City of Goodlettsville has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. 13-10-919b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

\_\_\_\_\_  
Federal Work Authorization User Identification Number

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Contractor

\_\_\_\_\_  
Name of Project

**City of Goodlettsville**  
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 201\_\_\_\_.

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_