



GREATER SUMMERVILLE/DORCHESTER COUNTY
CHAMBER OF COMMERCE,
TOWN OF SUMMERVILLE, SC AND
DORCHESTER COUNTY, SC

REQUEST FOR PROPOSAL

Comprehensive Market Analysis and
Economic Development Strategy

ISSUE DATE:
November 7, 2018

PROPOSALS ARE DUE BY NOVEMBER 30, 2018 | 3:00 PM EST

SUBMIT PROPOSALS TO:
Greater Summerville/Dorchester County
Chamber of Commerce
ATTN: KEVIN SZOSTAK
402 N. Main St.
Summerville, SC 29483
843.873.2931

Questions regarding RFP requirements must be received by Kevin Szostak, Director of Investor Services, in writing at kszostak@greatersummerville.org by 12:00 PM on Wednesday, November 21, 2018. Oral and late questions will not receive responses. Responses will be posted no later than 5:00 PM on Monday, November 26 on www.greatersummerville.org.

Proposals containing the information required by this RFP, in the format described below, must be received no later than **3:00 PM on Friday, November 30, 2018**. Proposals shall be submitted in a sealed envelope and plainly marked "Proposal for Comprehensive Market Analysis and Economic Development Strategy." An original and six (6) sealed copies of the proposal and supporting documents must be submitted by 3:00 PM on November 30, 2018. Electronic copies are not acceptable.

Proposals must be submitted to:
Greater Summerville/Dorchester County Chamber of Commerce
Attn: Kevin Szostak, Director of Investor Services
402 N. Main St.
Summerville, SC 29483

It is the sole responsibility of each Respondent to ensure its Proposal is received by the Greater Summerville/Dorchester County Chamber of Commerce by the date and time stated in this RFP. **Late proposals will not be accepted.**

SECTION I

INTRODUCTION AND BACKGROUND PURPOSE OF THE REQUEST FOR PROPOSAL

The Greater Summerville Dorchester County Chamber of Commerce (hereinafter referred to as the Chamber), the Town of Summerville, SC (hereinafter referred to as the Town) and Dorchester County, SC (hereinafter referred to as the County) provide services that affect and promote commercial activity that in turn impact the quality of life for the residents of these jurisdictions. In order to better market these communities for continued retention, expansion and attraction of commercial activity, comprehensive commercial and/or market data is needed for assessment. Following this research, the Vendor will prepare an economic development strategy including a detailed outline for implementation. And, as an optional possibility, provide ongoing representation to be determined. Ultimately, this Study and Plan will be used to further promote economic development in these jurisdictions.

COMMUNITY OVERVIEW

The Town of Summerville, est. 50k population, is the largest municipal jurisdiction in Dorchester County. Dorchester County is the 13th largest county in SC and is among the top 10 growing counties in the state, with over 150,000 in current population. And, as a note, the Town of Summerville extends into two other adjacent counties, Berkeley and Charleston. Located in the lowcountry of South Carolina and part of the tri county Charleston MSA, these jurisdictions are growing quickly from an original summer time retreat that has grown into a bedroom community (the Town) and a more rural area (the County) into a thriving economic player in the region. There are an estimated ten (10) commercial nodes that need assessment in conjunction with the overall commercial profile of both jurisdictions. Within the study area of Summerville, those nodes include:

- N. Main – Interstate – in the area of US Hwy 17-A and Interstate 26 (Exit 199A)
- Nexton Parkway – in the area of the Nexton Parkway and Interstate 26 (Exit 197)
- Historic Downtown Town Square – the historic ‘center area’ of Town and established in 1847
- Knightsville – located at the intersection of Central Ave. and Old Orangeburg Rd.
- Bacon’s Bridge/Trolley – located at the current terminus of the Berlin G. Myers Parkway and the split of Bacon’s Bridge and Trolley Rds.
- Oakbrook – centered around Trolley, Dorchester and Ladson Rds. as well as the Ashley River

Additional areas throughout Dorchester County include:

- Ridgeville – A small town in the center of Dorchester County located near the junction of SC Hwy. 27 and US Hwy. 78.
- St. George – The county seat of Dorchester County that includes the intersection of US Hwy. 15 and US Hwy 78.
- Cooks Crossroads – historic rural area at the intersection of US Hwy. 165 and SC Hwy. 61
- Hwy78/Jedburg – corridor between US Hwy.78 and Interstate 26 at exit 194
- Harleyville – A small town in in Dorchester County located near the junction of US Hwy. 178 and US Hwy. 78.

Each of the above areas has its own individual characteristics and challenges. The Chamber, the Town and the County are seeking assistance and a more in-depth detailed analysis on each area with recommendations to improve the quality and diversity of these commercial areas.

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 five (5) years’ experience in commercial recruitment (retail, restaurant, office).
- Vendor must be able to demonstrate active participation in International Council of Shopping Centers.
- Vendor must use mobile and social media as part of their business model.
- Vendor must demonstrate experience in data collection, reporting and identifying opportunities for the retention, expansion and attraction of retail, restaurant and office operations in both the Town and County.
- Vendor must demonstrate experience beyond data collection and into relationship and connections with retail, restaurant and office operators and developers.
- Vendor must provide at least five (5) references of clients to which similar services have been provided in the last two (2) years. At least three (3) of these clients must be public jurisdictions.
- Vendor must have at least eight (8) members of staff with a current Commercial Real Estate License.

The Chamber 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 Chamber.

SECTION II

SCOPE OF WORK

The Chamber is seeking professional guidance to attract retail, restaurant and office development to the community. This project's outcome is to enhance economic development of all sectors of the market by identifying strengths and weaknesses in business retention, expansion and attraction. The resulting Strategy shall outline how these communities can leverage resources that will positively influence the location of a business within these communities. The Vendor will serve as an extension of the Chamber, the Town and the County with the sole focus of turning data and the community story into an attractive home for retail, restaurant and office development.

- 1) Market Analysis
 - Stakeholder involvement (i.e., business owners, local and regional economic development professionals, elected officials, etc.)
 - Existing conditions assessment that goes beyond Census data and to include a breadth of psychographics for further characterization of these communities
 - Customer profiles
 - Peer identification and analysis
 - Market and retail GAP analysis – leakage
 - Review of jurisdictional policies (Town and County)
 - Define retail trade area

- 2) Economic Development Strategy
 - Identify potential growth and redevelopment sites
 - Recommendation of prospects
 - Provide recruitment strategy

- 3) Implementation of Strategy
 - Assistance
 - Development of marketing materials capitalizing on the existing selling points
 - Arranging for and attending meetings with prospective commercial/industrial opportunities
 - Assistance creating electronic marketing profiles for public distribution

SECTION III

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 in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

The Chamber reserves the right to:

- Reject any or all offers and discontinue the 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.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.

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 Chamber's evaluation of the Vendor's proposal.

In order to address the needs of this procurement, the Chamber encourages Vendors to work cooperatively in presenting integrated solutions, if necessary or desirable. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery being provided under this RFP. The Chamber will recognize the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed; and,
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between the Chamber and the selected Vendor. The submitted proposals are suggested to include each of the following sections:

- Executive summary
- Approach and Methodology
- Project Deliverables
- Project Management Approach
- Detailed and Itemized Pricing
- Appendix: References
- Appendix: Project Team Staffing

- Appendix: Company Overview

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

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.

SCOPE AND APPROACH

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 proposal should reflect each of the requirements listed in the Scope of Work Section of this RFP.

DELIVERABLES

Include descriptions of the types of reports used to summarize and provide detailed information on security risk, vulnerabilities, and the necessary countermeasures and recommended corrective actions. Include sample reports as attachments to the proposal to provide an example of the types of reports that will be provided for this engagement.

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by scope of work item and any projected expenses.

APPENDIX: REFERENCES

Provide at least five (5) references of clients to which similar services have been provided in the last two (2) years. At least three (3) of these clients must be public jurisdictions.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

APPENDIX: COMPANY OVERVIEW

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.

SECTION IV

INSTRUCTIONS

It is the sole responsibility of the **Vendor** to assure that it has received the entire Request for Proposal.

EVALUATION CRITERIA:

Evaluation includes the determination of a numeric score based on the values associated with the criteria identified below. Points will be totaled for a final score. The responses with the most points will be recommended to receive an RFP. Responses that omit any of the items may be rejected as non-responsive. Each Respondent who submits a response does so solely at the Respondent's cost, risk and expense. The CITY will utilize internal staff members to evaluate the submittals.

<u>Factor</u>	<u>Point Range</u>
1) Qualifications	20%
2) Experience and References with Similar Projects	35%
3) Methodology and Approach	20%
4) Pricing Component	15%
5) Submittal Package Format	10%

EVALUATION OF SUBMITTALS:

The CITY will evaluate each response based on all the criteria set forth in the RFQ. The evaluation process will consider all other requested criteria to determine which firms are the most highly qualified to be selected for this project.

No verbal or written information which is obtained other than through this RFP or its agenda shall be binding on the Chamber. No employee of the Chamber is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained or amended to this written RFP document.

Right of Rejection and Clarification: The Chamber reserves the right to reject any and all proposals and to request clarification of information from any Vendor. The Chamber is not obligated to enter into a contract on the basis of any proposal submitted in response to this document.

Request for Additional Information: Prior to the final selection, Vendors may be required to submit additional information which the Chamber may deem necessary to further evaluate the Vendor's qualifications.

Denial of Reimbursement: The Chamber will not reimburse Vendors for any costs

associated with the preparation and submittal of any proposal, or for any travel and/or Per Diem costs that are incurred.

Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the Chamber for the purpose of influencing consideration of this proposal.

Right of Negotiation: The Chamber reserves the right to negotiate with the selected Vendor the exact terms and conditions of the contract.

Right of Rejection of Lowest Fee Proposal: The Chamber is under no obligation to award the project to the Vendor offering the lowest fee proposal. Evaluation criteria included in this document shall be used in evaluating proposals.

Exceptions to the RFP: Vendors may find instances where they must take exception with certain requirements or specifications of the RFP. All exceptions shall be clearly identified, and written explanations shall include the scope of the exceptions, the ramifications of the exceptions for the Chamber, and a description of the advantage to be gained or disadvantages to be incurred by the Chamber as a result of those exceptions.

Indemnification: Vendor, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold harmless the Chamber, its employees, and agents, from any liability of any nature or kind in regard to the delivery of these services.

Certificate of Insurance: Vendor will be required to provide proof of insurance, including professional liability and workers' compensation evidencing that the contractor has a workers' compensation insurance policy in force.

Rights to Submitted Material: All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by Vendors shall become the property of the Chamber when received.

Contract: The contract between the Chamber and the contractor shall consist of (1) the Request for Proposal (RFP) and any amendments thereto, and (2) the proposal submitted by the contractor in response to the RFP. In the event of a conflict in language between the two documents referenced above, the provisions and requirements set forth and/or referenced in the RFP shall govern. However, the Chamber reserves the right to clarify any contractual relationship in writing with the concurrence of the contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the contractors proposal. In all other matters not affected by the written clarifications, if any, the RFP shall govern.

Termination of Contract: The Chamber may cancel the contract at any time for breach of contractual obligations by providing the consultant with a written notice of such cancellation. Should the Chamber exercise its right to cancel the contract for such reasons, the cancellations shall become effective on the date as specified in the notice of cancellation sent to the contractor.