

Request for Proposal

Date Issued: Wednesday, July 25, 2018

Proposal Submittal Date:

The City is soliciting proposals from firms/individuals interested in developing a retail development strategy that maximizes the retail and restaurant potential for the City as well as provides business retention tools and an analytic portal to customize reports.

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 across at least 7,500 individual characteristics of at least 71 dominant segment customers. The firm will also provide insights into the Canadian market looking at consumer profiles and behaviors. The results of the assessment will be used to guide the elected officials and staffs of the City to make decisions and commitments to grow the City's retail sector and shape goals and policy long term.

The assessment should take in to consideration and include:

- Population and household increases
- Competition
- Existing retail firms
- Retail leakage/surplus
- Retail development in similar cities
- Cannibalization
- Retail trends
- Market viability
- CPR Report- tools for existing and local retailers
- Healthcare assessment report
- Physician Intelligence report
- Platform to customize all reports on the fly

Scope of Work

The firm or individual selected will be expected to address the following concerns/issues:

- a) Develop trade area analysis focused on drive time delineation
- b) Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics
- c) Assess the retail potential of selected sites in the city
- d) Recommend specific retailers and restaurants that match the City's customer profile
- e) Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion
- f) Prepare custom marketing packages for each of the retailers and restaurants identified and identify the individual in the companies who makes location decisions
- g) Make other recommendations as seen pertinent to the assessment
- h) Provide a retail leakage/ surplus analysis
- i) Provide an online data base and marketing tool to assist recruitment efforts
- j) Provide on-going support to the City throughout the recruitment process

- k) Provide long-Term Partnership- unlimited access to GIS and staff to help optimize your marketing efforts
- l) Provide information required to retaining and attracting high value, high wage jobs by analyzing how the city benchmarks against competing cities
- m) Provide information to understand the value of residents, and surrounding households when considered as a workforce.
- n) Provide information to understand residents access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks

Benefits of Partnership

Please confirm ability to provide the following firm/individual differentiators:

1. **Personalized Content**
Advance the City's business recruitment program by receiving personal guidance from professional staff and ongoing insight into key industry topics via e-newsletter, webcasts and other interactive tools.
2. **Long-Term Partnership**
Provide unlimited access to consultant staff.
3. **Exclusive Access**
Utilize exclusive relationships to access data and develop an actionable program to recruit retail.
4. **Web-Based Deliverable**
Access to a best-in-class online web-mapping platform with the touch of a button; an application allowing for screen shots, mobility, and ease of use to assist in business growth objectives.

Deliverables

The deliverables should be presented in electronic format and through a pass-word protected website that can be accessed and used to either print or email copies of the report or other information which is updated quarterly and that can be generated on the fly as needed.

Inquiries

Inquiries or requests for information about the City should be directed to:

Mary Laine Hucks
Director of Economic Development
615.851.3211
mlhucks@goodlettsville.gov

Firms Qualifications

To be considered the applicant shall provide a description of experience to include:

- A summary description of your firm, including size, locations of offices and areas of specialty;
- A summary of your ability to provide services as enumerated above;
- Points of contact, addresses, email and phone numbers;
- Biographies of individuals assigned to provide the services;

- List of municipal clients being served by the firm on similar projects; and proven track record of those client's successes, especially those in the region
- Any details or information that will assist the City in making a selection, and;
- Ability to assist in other residential household level data needs, outside of the scope of this project, as a long-term partner.
- Demonstrated insight into retail/restaurant concepts, decision making processes, leadership, and trends.

Fees and Timeline for Delivery

Include all fees and costs associated with the completion of this project and a schedule for completion of the project.

RFP Submissions

Proposal and qualifications should be submitted in hard copies to the following by **no later than 2:00PM on Thursday, August 23, 2018, CST**. Proposals should be submitted to:

City of Goodlettsville
Charlie Ballard, Purchasing
105 South Main Street
Goodlettsville, TN 37072

Proposals postmarked or hand delivered after the designated deadline shall be considered late and rejected.

Evaluation

The staff will review the proposals submitted and make a recommendation to City Council. It is expected that the selected firm will begin work shortly after an agreement is executed and the final deliverables due on a mutually agreed schedule.