

# Request for Proposal

**Date Issued: December 21, 2015**

## **Proposal Submittal Date:**

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

The successful firm/individual will conduct a site assessment of the City's market trade area and address area customer buying habits, lifestyle characteristics, and media habits across population specified characteristics of analytically sufficient area customers. The results of the assessment will be used to guide the elected officials and staff of the City to make informed decisions and potential commitments to grow the City's retail sector and shape recruitment goals and long term policy.

The assessment may but shall not be required to take in to consideration all or some combination of the following factors:

- Population and household statistics
- Competition
- Existing retail firms
- Retail leakage/surplus
- Similar cities data
- Cannibalization
- Retail trends
- Market viability
- CPR Report- tools for existing and local retailers
- Healthcare data
- Platform to customize data

## **Scope of Work**

The firm or individual selected may but shall not be required to address all or some combination of the following factors:

- a) Trade area analysis focused on drive time or similar industry accepted delineation(s)
- b) Potential Customer Profiles based on industry standard characteristics
- c) Assess the retail potential of selected sites in the city
- d) Recommend specific retailers and restaurants that match the City's derived data
- 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 identified potential retailers and restaurants and identify the individual in the companies who makes location decisions
- g) Other recommendations as seen pertinent to the assessment
- h) Provide a retail leakage/ surplus analysis
- i) Provide data base to assist recruitment efforts
- j) Provide continuing support to the City throughout the recruitment process
- k) Provide continuing staff support

- l) Provide analysis with statistical data to compare the City to competing cities
- m) Provide information to understand area residents access to services, retail, healthcare, municipal assets, and other attractive amenities for overall quality of life benchmarks

### **Deliverables**

The deliverables should be presented in available electronic format and through a pass-word protected website with print and email capabilities.

### **Inquiries**

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

Randall G. Smith, City Manager  
3117 Dayton Blvd.  
Chattanooga, Tennessee 37415  
(423) 877-1103

### **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;
- List of municipal clients being served by the firm on similar projects; and proven track record of those client's successes, especially those in Tennessee and the region; and
- Any details or information that will assist the City in making a selection.

### **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 4:30PM on Tuesday, January 5, 2016**. Proposals should be submitted to:

Randall G. Smith, City Manager  
3117 Dayton Blvd.  
Chattanooga, Tennessee 37415

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 the Board of Commissioners. 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.