

REQUEST FOR QUALIFICATIONS

TITLE: RETAIL FEASIBILITY, STRATEGIC PLANNING AND BUSINESS RECRUITMENT

Submittal Deadline:

Day: Tuesday
Date: February 24, 2015
Time: 5:00 P. M.

Location: Cayce City Hall
1800 12th St.
Cayce, SC 29033

Shaun Greenwood

Shaun Greenwood, Assistant City Manager
1800 12th Street, Cayce, SC 29033

REQUEST FOR QUALIFICATIONS

Sealed statements of qualifications, subject to the terms and conditions specified in this Request For Qualifications (RFQ), will be received until 5:00 P.M., Tuesday, February 24, 2014. Please submit 7 printed copies of the submittal, along with one electronic copy on CD.

RETAIL FEASIBILITY, STRATEGIC PLANNING AND BUSINESS RECRUITMENT

The City of Cayce is soliciting qualifications from firms or individuals to assist with retail attraction and development throughout the City. The work to be completed includes three major elements:

1. A comprehensive market and retail feasibility study.
2. The development of a Retail Strategy Plan for the City.
3. The development of a Strategic Retail Prospect List to include retail recruitment on behalf of the City of Cayce.

Submittal packages can be obtained from the Planning Department, 1800 12th St., Cayce, SC 29033.

Please submit 7 completed qualification packages in one sealed envelope clearly marked with the Respondent name. **It is incumbent upon the Respondent(s) to ensure that all copies of the submittals are complete and exact replicas of each other. Packages received without the requested information or quantities may be rejected.**

Submissions received after the due date and time are late and will not be considered. Modifications received after the due date and/or letters of withdrawal received after the due date or after contract award, whichever is applicable, are also late and will not be considered.

No verbal interpretations will be made of any documents. Requests for such interpretations shall be made in writing or via email sgreenwood@cityofcayce-sc.gov at least seven (7) days prior to the due date. Interpretation will be in the form of an addendum and issued to all Respondents.

CITY OF CAYCE

Shaun Greenwood
Assistant City Manager

SECTION A: SPECIFICATIONS

Qualifications to provide contractual services for a project titled:

RETAIL FEASIBILITY, STRATEGIC PLANNING AND BUSINESS RECRUITMENT

1. INFORMATION

The City of Cayce, located in Richland and Lexington Counties, covers 17.4 square miles in the heart of South Carolina's midlands area. Cayce is a growing community of 13,000+ residents and 700+ businesses, which encompasses a unique blend of historical heritage, modern business growth, and recreation that makes living and working in Cayce a wonderful experience. Conveniently located along I-26 and I-77, and only minutes away from Downtown Columbia, I-20 and the Columbia Metropolitan Airport, the City of Cayce offers quick access to jobs, shopping and entertainment.

Traffic calming and pedestrian safety improvements are in the planning stages along what could be considered as the main commercial corridor, Knox Abbott Drive. Additionally, the City is working to restore and enhance Guignard Park, a highly utilized gateway park on Knox Abbott Drive.

Key areas of interest for business development are:

The City of Cayce currently has two areas that are seeing major development. The first area is the Knox Abbott Drive corridor. The City of Cayce and Downtown Columbia are separated by the Congaree River. Knox Abbott Drive serves as one of the main entry and exit points from Downtown Columbia. There are only three bridges that take you from Downtown Columbia to Lexington County. Knox Abbott Drive connects to the Blossom Street Bridge.

The properties along the Congaree River on Knox Abbott Drive have been the focus of recent development. Currently, 225 upscale apartments are being built on a site that used to be an old motel and a Mexican restaurant. Adjacent to the apartments, across Knox Abbott Drive, there are 17 acres of open land zoned for mixed use development. Knox Abbott Drive also consists of a mix of uses including fast food restaurants, retail stores, office buildings, banks, grocery stores, and multi-use shopping centers.

The second area seeing new development is located on 12th Street, near the I-77 overpass. There are 275 acres of buildable land currently being marketed for a variety of uses. This area also includes a new international award winning tennis center, the corporate headquarters of the regional provider of electricity, a new 75,000 square feet occupational health and ambulatory care facility and 299 new apartments. Approximately 95 acres of this property is also directly connected to the City of Cayce Riverwalk.

Charleston Highway (Highway 321) is a related, but separate and very important corridor. It is the major artery used by traffic coming off of Interstate 26. It connects with Knox Abbott Drive,

the main road into downtown and is lined with a range of commercial uses.

The City is now looking to go beyond the planning and design stages and begin looking at the potential for expanding the mix of other types of residential and business activities, not only on Knox Abbott Drive and 12th Street, but throughout the City's commercial corridors.

2. SCOPE OF SERVICES

The Statement of Qualifications should relate to a Scope of services that includes the following:

Year 1:

A. Conduct Market Research

- a) Market & Retail GAP Analysis
- b) Consumer Attitude & Behavior Analysis
- c) Peer Identification & Analysis
- d) Catalog Available Properties & Development Opportunities

B. Develop Retail Recruitment Plan

- a) Identification of Retail Prospects
- b) Finalize Strategic Plan
- c) Client Approval of Strategic Plan

C. Implementation of Retail Recruiting Plan

- a) Proactive Recruitment of Retail Prospects
- b) Representation at ICSC Regional and National Conferences
- c) Monthly Updates of Prospective List
- d) Updates to Market Research as new data becomes available (at least twice per year)

Subsequent Engagement Years:

Will continue to provide the following:

1. Market Maximization Summary and Strategic Retail Recruitment Plan Updates
2. Active Management of the Retail Prospect List
3. Pro-Active Retailer Recruitment and Execution of the Retail Strategic Plan

3. RESPONDENT RESPONSIBILITY:

The Respondent shall be familiar with the operations to be carried out under a contract

should the City issue and award a contract for services. The Respondent shall fully understand the difficulties and restrictions attending the execution of the work under a contract for services.

- 3.1 The failure or omission of the Respondent to receive or examine any instruction or document, or any part of these specifications or to be familiar with the work required shall in no way relieve the Respondent from any obligation with respect to this submittal, including that of furnishing all the material, equipment, and labor necessary to perform the work in accordance with these specifications.
- 3.2 With this submittal, the Respondent covenants and agrees that they have carefully examined the specifications and that from their professional experience, they are satisfied as to the nature of the work, the general local conditions and all matters which may in any way affect the performance and that as a result, they fully understand the intent and purpose thereof and their obligations there under and that they will not make any claim for, or have any right to damages resulting from any misunderstanding or misinterpretation of this RFQ because of any lack of information.

4. SELECTION PROCESS:

The evaluation process shall determine qualifications, interest, and availability. The City shall first review all written responses. This review will result in a ranked list of fully qualified respondents. If deemed necessary, public *informal* interviews may be conducted of selected respondents determined to be best qualified based upon the evaluation of the written responses. It is the intention of the CITY to evaluate and rank order the Respondent submittal packages utilizing the criteria listed below. The CITY reserves the right to reject any of the responses it feels do not meet its standards.

5. REQUEST FOR QUALIFICATIONS REQUIREMENTS:

1. Respondent's Qualifications (Licenses, Certifications, etc.):

Briefly introduce your firm, providing a summary of the administration, organization and staffing of your firm, including multiple offices, if applicable. Provide an organizational chart indicating the positions and names of the core management team which will undertake this project.

Provide a list of any and all licenses and certifications under which the firm or individual operates and/or demonstrates training/skills that may enhance quality and timeliness of Respondent's work on this type of project. This may include, but is not limited to professional licenses, occupational license(s), training certification(s), etc.

2. Respondent's References & Experience with Similar Projects:

Describe the experience of the firm in the last five (5) years in performing consulting services in similar size and scope.

Each Respondent is to submit a listing of previously completed projects of comparable nature as described herein that have been performed in the last five (5) years. The listing is to include:

- a) Project Name and/or Number
- b) Project Location
- c) Project Start Date
- d) Project Completion Date
- e) Project Total Cost
- f) Project Overview Summary – brief and succinct
- g) Project Owner Reference:
 - i. Reference Name
 - ii. Reference Phone Number
 - iii. Reference Email Address

3. Methodology and Approach:

Describe the development team's understanding of the project, anticipated major challenges and strategies to overcome them. Describe the products and deliverables. Include a timeline detailing for when each product or deliverable will be completed. Discuss the role of community engagement and stakeholders' interviews in your methodology.

4. Pricing Component:

Provide an order-of-magnitude fee for the scope of work listed, itemized by major task. Detailed information regarding payment schedules should be included.

5. Submittal Package Format:

The Respondent shall be responsible for following the instructions contained herein and submitting an organized, comprehensive, and effectively presented submittal package, which includes all of the required information and requested back-up documentation. The quality of the qualification package submitted by the Respondent is to be evaluated based on the format, organization, and thoroughness of documentation.

All responses are to follow the same format, and shall be evaluated partially based on the Respondent's ability to follow the instructions herein. To receive points for evaluation, the package format is to address all required components. The aim of the required format is to simplify the

preparation and evaluation of the qualification packages.

- a) Respondent's Qualifications
- b) Respondent's References & Experience with Similar Projects
- c) Respondent's Methodology and Approach

Respondents may be requested to make a short presentation (no more than thirty minutes) via conference call to assist in the evaluation of their submittal. The CITY will notify responders to schedule a time for the presentation.

6. 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%

7. 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.

8. CONFLICT OF INTEREST CERTIFICATE:

Under no circumstances should any prospective Respondent or any person or persons acting for or on behalf of the said prospective Respondent, seek to influence or gain the support of any member of the City Council or the City Staff favorable to the interest of any prospective Respondent or seek to influence or gain the support of any member of the City Council or City Staff against the interest of any prospective Respondent. Any such activities shall result in the exclusion of the prospective Respondent from consideration by the CITY.

9. DISCRIMINATION CLAUSE:

An entity or affiliate who has been placed on the discriminatory vendor list may not submit on a contract to provide goods or services to a public entity, may not submit a submittal on a contract with a public entity for the construction or repair of a public building or public work, may not submit submittals on leases of real property to a public entity, may not award or perform work as a contractor, supplier, sub-contractor, or consultant under contract with any public entity, and may not transact business with any public entity.

10. SAFETY REQUIREMENTS FOR CONTRACTORS PROVIDING SERVICES TO THE CITY:

- A. The Contractor shall comply with all Federal/State Occupational Safety and Health Act (OSHA) Standards including 29 CFR 1910 and any other rules and regulations applicable to construction and maintenance activities in the State of South Carolina. The Contractor shall also comply with any county or city or any other agency's rules and regulations regarding safety. The Contractor must employ all possible means to prevent contamination or pollution of air, waterways and soil.
- B. The CITY's safety personnel or any supervisor or inspector may, but is not required to, order that the work be stopped if a condition of immediate danger is found to exist. Nothing contained herein shall be construed to shift responsibility or risk of loss for injuries or damage sustained as a result of a violation of this Article from the Contractor to the CITY; and the Contractor shall remain solely and exclusively responsible for compliance with all safety requirements and for the safety of all persons and property at the project site.
- C. The parties hereto expressly agree that the obligation to comply with applicable safety provisions is a material provision of this contract and a duty of the contractor. The CITY reserves the right to require demonstration of compliance with the safety provisions of this contract. The parties agree that such failure is deemed to be a material breach of this agreement; and the Contractor agrees that upon such breach, all work pursuant to the contract shall terminate until demonstration to the CITY that the safety provisions of this agreement have been complied with. In no event shall action or failure to act on the part of the CITY be construed as a duty to enforce the safety provisions of this agreement nor shall it be construed to create liability for the CITY for any act or failure to act in respect to the safety provisions of this agreement.