

**City of Morrow Request for Proposals
Retail Development Services
Proposal Deadline August 12, 2016**



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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 a formal or official response statement.

Purpose: The City of Morrow is seeking proposals for retail development services for the City of Morrow.

The City of Morrow 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 Morrow is situated in a prime location for commercial development and redevelopment. We are 11 miles south of the world's busiest passenger airport, we are home to Clayton State University and regional Southlake Mall, we are home to the first co-located State and National Archives, we are split in halves by both state route 54 and I-75 south. Over 150,000 cars a day go through this city and that's a lot for only 2.5 square miles.

There are approximately 530 businesses in Morrow and an attractive portfolio of land waiting to be development, available retail and restaurant space ready to be occupied, and public services that are second to none. We are the primary commercial corridor in Clayton County with a population of 270,000.

The City departments currently include Administration, Administrative Support, Police, Fire, Public Works, all headed by the City Manager's Office. The

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governing body is very active and consists of four Council members and one Mayor. The Mayor and Council are committed to working with businesses to help Morrow thrive.

Contract:

This Solicitation or the response shall not constitute an agreement with the City. No agreement is binding or official until approved by Mayor and Council. 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 3 years experience in retail recruitment.
- The vendor must be able to demonstrate active participation in ICSC.
- Vendors must use mobile data as part of their business model.
- Vendor must demonstrate experience beyond data collection and into relationship and connections with retail outfits.
- 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.cityofmorrow.com. 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:

Sylvia Redic, GPC
City Manager
sylviaredic@cityofmorrow.com

The deadline for all inquiries is August 10, 2016 at noon.

Evaluation: From the proposal submitted, the City of Morrow will select a vendor based on:

- Demonstrated capacity and experience
- Demonstrated success with business model
- Qualifications of staff

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- Relevant experience within the last 2 years
- How well the proposal responds to the information in requested in the RFP

Scope of Work: The City of Morrow is seeking retail services to attract desired retail and restaurants to the community. Morrow will work closely with the vendor to enhance business retention, to identify Morrow's strengths and weakness and leverage those into a retailer's decision to locate inside the city, and to represent Morrow in the retail market through tradeshow. The vendor will serve as an extension to the staff and the vendor's sole focus will be one of turning Morrow's data and community story into an attractive home for new retail and restaurants.

Deliverables:

- In the first 45 days, compile a data profile including properties, assets, weaknesses, strengths, and over all data that is important to retailers when choosing a location.
- Make connections with retailers about Morrow specific information.
- Represent Morrow at the annual ICSC and any other retailer groups that the company participates in.
- Monthly updates on action steps and accomplishments.
- Every six months present to the Mayor and Council.
- Build relationships with current businesses for business retention.
- Attract retail/restaurants to Morrow.

Requirements:

- The vendor must stay in regular contact with the City Manager.
- The vendor must be prepared to demonstrate the number and type of contacts made on behalf of Morrow on a monthly basis.
- The vendor must demonstrate that they are representing Morrow on a National level.
- Vendor must use mobile data/social media in their business model to accomplish deliverables.

Award: It is the intent of the City to award this bid all 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

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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 Morrow City Hall, 1500 Morrow Road, Morrow, GA 30260. **Deadline for submittals is August 12, 2016 at 2pm.** The proposal must be date/time stamped by Morrow 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 contact name, contact email, company name 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 of the proposals are due on or before **August 12, 2016 at 2pm.** Each proposal will be evaluated by the appropriate staff. If necessary, three (3) vendors will be placed on a “short list” and may be asked to come in for an interview. The vendors that maybe selected to come in for an interview may be asked to submit additional information. You will be notified within one (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

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that a fair and comprehensive evaluation of all proposals can be conducted. If three (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 posted on the website within 60 days of proposal submission deadline or notification of progress if selection cannot be made within this timeframe.

Debarment: Submission of a signed proposals 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 or Federal department or agency. Submission is also agreement that the City 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 E-Verify affidavit is included in the package.



come to morrow

MORROW, GEORGIA

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 Morrow 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 Morrow

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: