

FLORENCE COUNTY



REQUEST FOR PROPOSALS (RFP) # 10-16/17

CONSULTANT SERVICES – RETAIL RECRUITMENT
AND RETENTION FOR COMMUNITY
DEVELOPMENT

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COMMUNITY DEVELOPMENT

Florence County is accepting proposals from qualified consulting firms to assist with developing a retail development strategy that maximizes the retail and restaurant potential for the County as well as provide business retention tools to assist with retaining existing businesses. Interested firms are invited to submit proposals in accordance with this solicitation.

Proposals must be submitted no later than 3:00 p.m. EST on Thursday, December 1, 2016 to the address below. Submittals shall contain one (1) original and five (5) copies of the information requested. Submittals received after the deadline will not be opened. Facsimile or e-mail submittals will not be accepted. All submittals should be sent to:

Florence County Procurement
City-County Complex, MSC-R
180 N. Irby Street, Room B-5
Florence, South Carolina 29501
(843) 665-3018

Proposals must be submitted to Florence County Procurement in accordance with the date and time outlined above. Respondents to this request for proposals will be publicly identified at that time. Proposals must be submitted in a sealed envelope with the following information on the envelope: Submitting firm's name and address, RFP title, and RFP closing date and time.

Florence County under Title VI of the Civil Rights Act of 1964 and related statutes ensures that no person shall on the grounds of race, color, national origin, sex, disability, and age, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity it administers.

Minority Business Owners (minority or woman owned businesses) will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, sex or national origin in consideration for an award. It is the policy of the County that minority business and women owned business enterprises (MBE/WBE) have an opportunity to participate at all levels of contracting in the performance of City projects to the extent practical and consistent with the efficient performance of the contract.

This request for proposals does not commit Florence County to award a contract, to pay any cost incurred in the preparation of proposals or to procure or contract for the articles of goods or services. Florence County reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any or all qualified proposers, or to cancel in part or in its entirety this proposal, if it is in the best interest of the County to do so.

Any written questions should be emailed to:

Patrick Fletcher, Procurement Director
pfletcher@florenceco.org

DEADLINE FOR WRITTEN QUESTIONS IS CLOSE OF BUSINESS, THURSDAY, NOVEMBER 17, 2016. AN ADDENDUM WILL BE POSTED ON THE COUNTY'S WEBSITE ADDRESSING ALL QUESTIONS SUBMITTED. IT IS THE PROPOSER'S RESPONSIBILITY TO REVIEW THE ADDENDUM AND ACKNOWLEDGE IT IN THE PROPOSAL.

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SCOPE OF WORK:

Florence County is soliciting proposals from firms to assist in developing a retail development strategy that maximizes the retail and restaurant potential for the County as well as provides business retention tools to assist with retaining existing businesses.

The successful proposer will conduct a site assessment of the County's market trade area and profile the customer's buying habits, lifestyle characteristics and media habits across individual characteristics of at least 71 dominant segment customers. The results of the assessment will be used to guide County elected officials and staff to make decisions and commitments to grow the County's retail sector and shape goals and policy long term.

The assessment should take into consideration and include:

- Population and household increase
- Competition
- Existing retail firms
- Retail leakage/surplus
- Retail development in similar cities
- Market 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

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 County
- d) Recommend specific retailers and restaurants that match the County's customer profile
- e) Match the customer profiles with profiles of specific retailers and restaurants that would consider the County 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 with recruitment efforts
- j) Provide on-going support to the County throughout the recruitment process
- k) Provide long-term partnership unlimited access to GIS and staff to help optimize marketing efforts
- l) Provide information required to retaining and attracting high value, high wage jobs by analyzing how the County benchmarks against competing counties
- m) Provide information to understand the value of residents, and surrounding households when considered as a workforce

REQUEST FOR PROPOSALS (RFP) # 10-16/17
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- n) Provide information to understand residents access to services, retail, healthcare, municipal assets, and other attractive amenities for overall quality of life benchmarks.

GENERAL INFORMATION:

1. The selection of the firm(s) will be made in accordance with the Florence County Procurement Code and Regulations.
2. Proposals will not be accepted from any firm, company, individual, person or party, parent or subsidiary, against which the County has an outstanding claim, or a financial dispute relating to a prior contractual performance with the County.
3. An original and five (5) copies of the proposal must be delivered to the County by 3:00 pm on Thursday, December 1, 2016. The proposal may be:

MAILED TO:

Florence County Procurement
180 N. Irby Street, MSC-R
Florence, South Carolina 29501

HAND-CARRIED TO:

Florence County Procurement
180 N. Irby Street, Room B-5
Florence, South Carolina 29501

4. Proposers should allow sufficient mailing time to ensure timely receipt. The County is not responsible for proposals delayed by mail and/or delivery services of any nature. Proposals received after the set time for closing will be returned unopened.
5. Proposals must be made in the official name of the firm or the individual under which business is conducted (showing the official business address) and must be signed in ink by a person duly authorized to legally bind the person, partnership, company or corporation submitting the proposal. Proposals must be valid for a minimum of ninety (90) days and may be withdrawn by offeror prior to, but not after, the time set for the opening.
6. Upon receipt by the County, the proposal shall become the property of the County, without compensation to the offeror, for disposition or usage by the County at its discretion. The County shall have the sole discretion in evaluating both the proposal and the qualifications of the proposer. The County reserves the right to reject any and all proposals and is not bound to accept any proposals, if the proposal acceptance is contrary to the best interest of the County. The particulars of any proposal will remain confidential until a contract is signed with the successful proposer.

IRAN DIVESTMENT ACT- CERTIFICATION (JAN 2015)

1. The Iran Divestment Act List is a list published by the Board pursuant to Section 11-57-310 that identifies persons engaged in investment activities in Iran. Currently, the list is available at the following URL: <http://procurement.sc.gov/PS/PS-iran-divestment.phtm> Section 11-57-310 requires the government to provide a person ninety days written notice before he is included on the list. The following representation, which is required by Section 11-57-330(A), is a material inducement for the State to award a contract to you.

REQUEST FOR PROPOSALS (RFP) # 10-16/17
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COMMUNITY DEVELOPMENT

2. By signing your Offer, you certify that, as of the date you sign, you are not on the then-current version of the Iran Divestment Act List. (c) You must notify the Procurement Officer immediately if, at any time before posting of a final statement of award, you are added to the Iran Divestment Act List. [02-2A077-1]

INFORMATION REQUESTED:

1. Name, address, phone number, e-mail, fax number, type of ownership, number of years in business and principals, including names, titles, education, experience and technical competence, as evidenced by resumes and experience records.
 - Type of entity
 - Brief history
 - Location
 - Number of employees
 - Area of expertise
 - Staff members anticipated to actively work on project
2. The firm shall demonstrate its capabilities, specialized experience, and technical competence in providing the requested consulting services as it relates to retail recruitment and retention.
3. Provide a list of no more than five (5) projects your firm has worked on for local governments in the past similar in size and scope of this project. Provide project name and location, project description, date of services, services provided and total project budget. Provide a current reference for each project to include name, job title, and telephone number. Written letters of reference are preferred
4. Provide a complete list of firm employees anticipated to be assigned to this project along with a description of their education and relevant experience. Indicate the lead consultant for the project.
5. Provide detailed statement of the firm's perception of the project requirements outlining any unique qualifications and how the proposed project team is particularly well qualified to meet the project's requirements and any problems that might arise.
6. Provide a work plan that shows the anticipated projected timeline, number of hours each team member is expected to spend on the project, and breaks the project down into detailed tasks.

SELECTION CRITERIA:

The following is a list of criteria that will be used in evaluating proposals. Florence County shall be the sole judge of the evaluation criteria. Submittals will be evaluated in accordance with criteria specified.

1. Experience providing consultant services to other local governments on similar projects in size and scope. (30 points)
2. Evidence of relevant experience on local government projects of lead consultant and other staff to be assigned to project. (30 points)
3. Firms detailed statement of the firm's perception of the project and how they are uniquely qualified to perform services requested (25 points)
4. Cost of providing the consulting services. (15 points)

REQUEST FOR PROPOSALS (RFP) # 10-16/17
CONSULTANT SERVICES – RETAIL RECRUITMENT AND RETENTION FOR
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SELECTION PROCESS

The selection committee will rank each firm based on the overall evaluation point total selection criteria average.

Upon the completion of the evaluation process, the committee will recommend one (1) firm to County Council for approval.

Florence County reserves the right to accept or reject any or all Proposals in whole or in part and to amend or supplement this RFP.

Negotiations will be initiated with the top ranked firm.

NOTE: By submission of your proposal in response to this announcement, you are certifying that neither your firm nor any of its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or excluded for participation in this procurement process by any governmental department or agency. Further, if such a debarment or suspension occurs during the course of the procurement, you shall so inform Florence County.

NOTE: No proposer shall, directly or indirectly, engage in any conduct (other than the submission of a proposal or other prescribed submissions and/or presentations before the Evaluation or Selection Committees) to influence any employee or elected official of Florence County concerning award of a contract as a result of this solicitation. Violation of this prohibition may result in disqualification of the proposer from further participation in the solicitation for services or goods sought herein, or from participation in future Florence County solicitations or contacts.

PROTEST PERIOD

It is the responsibility of the prospective offeror to review the entire RFP packet and to notify the Procurement Department if the specifications/scope of work are formulated in a manner that would unnecessarily restrict competition. Any such protest or question regarding the specifications or bidding procedures must be received by the Procurement Department not less than five (5) days prior to the proposal submission deadline. These requirements also apply to specifications or instructions that are ambiguous.

PROFESSIONAL INSURANCE REQUIREMENTS AND INDEMNIFICATION

The successful firm(s) shall procure and maintain insurance for protection from claims under workers' compensations acts; claims for damages because of bodily injury including personal injury, sickness or disease, or death of any and all employees or of any person other than such employees; claims for damages because of injury to or destruction of property, including loss of use resulting therefrom; claims caused by professional errors, acts, or omission; and any other insurance prescribed by law. The successful firm shall name Florence County, South Carolina, its elected and appointed officials, officers, and employees "Additional Insured" as their interests may appear but only with respect to services performed or provided by successful firm on behalf of the County under Consultant's commercial general liability insurance policy. The successful firm shall, within 10 calendar days of the full execution of any contract resulting from this RFP, provide the County's Procurement Officer with a certificate(s) of insurance evidencing the coverage

REQUEST FOR PROPOSALS (RFP) # 10-16/17
CONSULTANT SERVICES – RETAIL RECRUITMENT AND RETENTION FOR
COMMUNITY DEVELOPMENT

required above and containing an endorsement to the effect that any cancellation or non-renewal shall not be until 10 calendar days after the insurer or the selected firm gives written notice to the County.

Without limiting the provisions of paragraph above, the selected firm shall during the term of any contract resulting from this purchase and maintain insurance with limits not less than those set forth below:

The successful firm(s) shall take out and maintain, during the life of the contract agreement, workers' compensation and employer's liability insurance for all employees to be engaged in services on this project under this agreement in an amount not less than \$1,000,000.00, and in case any such services are sublet, the firm(s) shall require all subcontractor(s) also to provide workers' compensation and employer's liability insurance in an amount not less than \$1,000,000.00 for all of the subcontractor's employees to be engaged in such.

Employer's Liability Insurance - \$1,000,000 each accident, \$1,000,000 disease policy limit, \$1,000,000 disease each employee

Commercial General Liability Insurance - \$1,000,000 per occurrence (bodily injury and property damage) / \$1,000,000 general aggregate

Automobile Liability Insurance - \$1,000,000 combined single limit (bodily injury and property damage), each accident

Professional Liability Insurance - \$1,000,000 per claim / \$1,000,000 general aggregate

Professional Services: The selected firm(s) shall indemnify and hold Florence County, South Carolina, its elected and appointed officials, officers, and employees, harmless from and against judgments, liabilities, damages, losses, costs, and expenses (including, but not limited to, reasonable attorneys' fees and costs but only to the extent otherwise authorized by law) to the extent caused by any negligent act, error, or omission in the performance and furnishing of the selected firm's professional services under any contract resulting from this RFP, including any negligent act, error or omission of any individual or entity directly or indirectly employed by the selected firm(s) to perform any of the work or anyone for whose acts, errors, or omissions the selected firm(s) may be liable, regardless of whether or not caused in part by a party indemnified hereunder.

Other Than Professional Services: With respect to all acts or omissions of the selected firm(s), or any individual or entity directly or indirectly employed by the selected firm(s) to perform any of the work or anyone for whose acts, errors, or omissions the selected firm(s) may be liable, which do not arise out of or result from the performance of professional services, and which may be covered by employer's liability insurance, commercial general liability insurance, automobile liability insurance, or other general liability insurance, the selected firm(s) shall indemnify and hold the Florence County, South Carolina, its elected and appointed officials, officers, and employees,, harmless from and against judgments, liabilities, damages, losses, costs, and expenses (including, but not limited to, reasonable attorneys' fees and costs but only to the extent otherwise authorized by law) to the extent caused by or arising out of the selected firm's negligent acts of commission or omission (or those of or any individual or entity directly or indirectly employed by the selected firm to perform any of the work or anyone for whose actions or failure to act the selected firm may be liable) during the performance of this Agreement.

The selected firm shall require any subconsultants (if any) to purchase and maintain insurance with limits not less than those required above to be purchased and maintained by the selected firm. In addition, the selected

REQUEST FOR PROPOSALS (RFP) # 10-16/17
CONSULTANT SERVICES – RETAIL RECRUITMENT AND RETENTION FOR
COMMUNITY DEVELOPMENT

firm shall require any subconsultants (if any) to assume the selected firm's indemnification obligations under any contract resulting from this RFP to the extent they relate to the subconsultant's obligations under any contract with the selected firm.