

BEL AIR DOWNTOWN ALLIANCE

REQUEST FOR PROPOSAL

BADA-15-01

TOWN OF BEL AIR MARKET STUDY

Pre-Bid Conference: Tuesday, September 8, 2015

Closing Date: Wednesday, September 23, 2015

**Bel Air Downtown Alliance
37 N. Main Street
Bel Air, MD 21014
443-823-1797**

INTRODUCTION

The Bel Air Downtown Alliance is seeking proposals from qualified consultants to prepare a Comprehensive Market Study for the Town of Bel Air. The selected consultant will complete the contracted scope of work within the agreed upon time frame, under the general direction and coordination of the Town of Bel Air Department of Economic Development and the Downtown Alliance.

PROJECT DESCRIPTION

This project will result in a comprehensive Market Study to complement development of and form part of a comprehensive Marketing Plan for the Town of Bel Air. A map of the study area is attached as Appendix A. The study area incorporates the municipal boundaries of the Town, which includes three defined commercial districts. This study area includes a mix of governmental, office, restaurants, retail and specialty shops in a traditional "Main Street" setting and blocks of residential area. The purpose of the Study is to provide data, demographics and analysis that will be incorporated into a long-term (5-7 years) business recruitment and retention strategy, as well as an effective, well organized marketing effort.

The successful bidder will provide the following:

1. An analysis of current market trends and conditions pertinent to the study area.
2. A general overview analysis of the greater Bel Air area within both a 5 and 7 mile circumference of the municipal Town boundaries and how it impacts the incorporated Town proper.
3. An outline of recommendations for a strategic marketing plan designed to implement the Town's business recruitment and retention plan.

4. Well-defined recruitment strategies to include specific target businesses.
5. Detailed retention strategies to assist existing businesses.

GOALS AND OBJECTIVES

The overall Town goal of the project is to take this study and incorporate it into a comprehensive strategic marketing plan to guide the Town in formulating its Comprehensive Plan and in developing economic development and revitalization strategies in conjunction with preserving and enhancing the existing character of the Town.

Long-term goals of the project/study are to identify and clarify Bel Air's long-range branding identity; to promote downtown Bel Air as a government, financial, cultural and retail center with appropriate support businesses, such as restaurants and specialty shops, and to increase the viability of the current downtown business, commercial and retail community while encouraging expansion and opportunities for attracting new targeted businesses. This study should identify, via sales gap analysis, location quotient data, cluster identification/tapestry segmentation mapping, SWOT analysis and other quantifiable methods, the strongest supply and demand factors in Town; in other words, what businesses are needed and, of those businesses, which ones are most likely to succeed given the income and spending patterns of the population.

SCOPE OF WORK

- Define the general area or region that Town of Bel Air businesses could be expected to draw from.
- Analyze socio-economic characteristics of the Town and the greater Bel Air market area as they relate to the business retention/recruitment study area.

- Analyze existing land use/market data for study area and areas directly competing for this market area.
- Meet with representatives of the Harford County Government to evaluate the inventory and future plans for privately owned office properties currently leased by the County for various agencies as well as vacant properties owned by the County for future use.
- Identify business recruitment/retention issues specific to study area, to include survey of current businesses.
- Identify a business recruitment plan to include, but not be limited to the following:
 - Target business recommendations
 - Incentive options
 - Identification of service area gaps
 - Strategies for filling long-term vacancies
 - Development of a business recruitment package for staff use
- Develop business retention strategy to include potential for Town assistance/ intervention incentives.
- Identify marketing options appropriate to the study area.
- Identify arts oriented businesses and facilities and quantify how these could compliment the Town's strategic marketing plan.
- Meet with Town representatives as necessary to include a minimum of three meetings with various Committee members.
- Present draft study for review and comments.
- Incorporate review comments into draft Plan.
- Create searchable report document in PDF format.
- Submit twenty-five (25) copies of Study with draft Plan included.

PRE-BID CONFERENCE

To assist consultants in understanding and responding to this RFP, the Town of Bel Air Economic Development Department and the Bel Air Downtown Alliance will conduct a pre-bid conference on Tuesday, September 8, 2015 at 2:00 p.m. at the Department of Economic Development, 37 N. Main Street, Bel Air, MD.

PROPOSAL SUBMITTAL

1. Four (4) paper copies and one (1) electronic version on flash-drive or CD of the proposal shall be received no later than 3:00 p.m. on Wednesday, September 23, 2015 at the main office of the Bel Air Downtown Alliance, 37 N. Main Street, Bel Air, MD 21014.
2. All proposals shall be submitted in a sealed envelope which is clearly marked with the consultant's firm name and the title of the proposal.
3. Late proposals will not be accepted.
4. All proposals, whether accepted or rejected, shall become the property of the Bel Air Downtown Alliance.
5. Proposals shall be signed by an authorized employee or officer in order to receive consideration.

SELECTION CRITERIA AND PROCESS

Written proposals will be reviewed by a three (3) member committee consisting of the Town of Bel Air Director of Economic Development, the Executive Director and President of the Bel Air Downtown Alliance.

The evaluation criteria to be used to determine the recommended firms will include the following factors:

<u>Criteria</u>	<u>Weight</u>
- Qualification of firm and personnel	0 – 20
- Applicable experience	0 – 20
- Responsiveness to RFP	0 – 20
- Quality and clarity of proposal	0 – 20
- Cost	0 – 20

Based on the evaluation of written proposals, the Committee may decide to conduct interviews. The Committee reserves the right to award a contract to the firm or individual that presents the proposal which, in the sole judgment of the Committee, best accomplishes the desired results.

The Bel Air Downtown Alliance reserves the right to reject any or all proposals, to waive minor irregularities or to negotiate minor deviations with the successful firm.

The Bel Air Downtown Alliance will assume no responsibility for oral instructions or suggestions. All official correspondence in regard to the specifications shall be directed to and will be issued by the Bel Air Downtown Alliance in writing.

OWNERSHIP OF STUDY & FINDINGS

All data analysis, reports and plans prepared by the Consultant in connection with this Market Study shall be the sole and absolute property of the Bel Air Downtown Alliance.

LAWS AND REGULATIONS

In all operations related to the subject item, all laws and regulations of the Town of Bel Air, Harford County, State of Maryland and United States federal government, which

are applicable to the Contract, must be strictly complied with. The Contractor shall protect and indemnify the Bel Air Downtown Alliance and its agents or employees against any claim or liability arising from or based on the violation of any such laws, ordinances or regulations, whether by him or his employees.

INQUIRIES

Direct all inquiries regarding the RFP process or submissions to the Executive Director of the Downtown Alliance, Attention: Christine McPherson, 37 N. Main Street, Bel Air, MD 21014, 443-823-1797 or Christine@downtownbelair.com.

Any bidder or bidders finding any discrepancy in or omission from the specifications, in doubt as to their meaning, or believes that the specifications are discriminatory, shall notify at once the Executive Director of the Bel Air Downtown Alliance in writing NOT LESS THAN 5 DAYS PRIOR TO THE SCHEDULED OPENING OF BIDS. A bidder's exceptions to the specifications do not obligate the Bel Air Downtown Alliance to change the specifications. The Executive Director will notify all bidders in writing, by addendum duly issued, of any interpretations made of specifications or instructions.

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DATE SUBMITTED _____

1. Total Bid _____

2. Alternate Proposal/Remarks _____

3. Name, Address and Telephone Number of Bidder

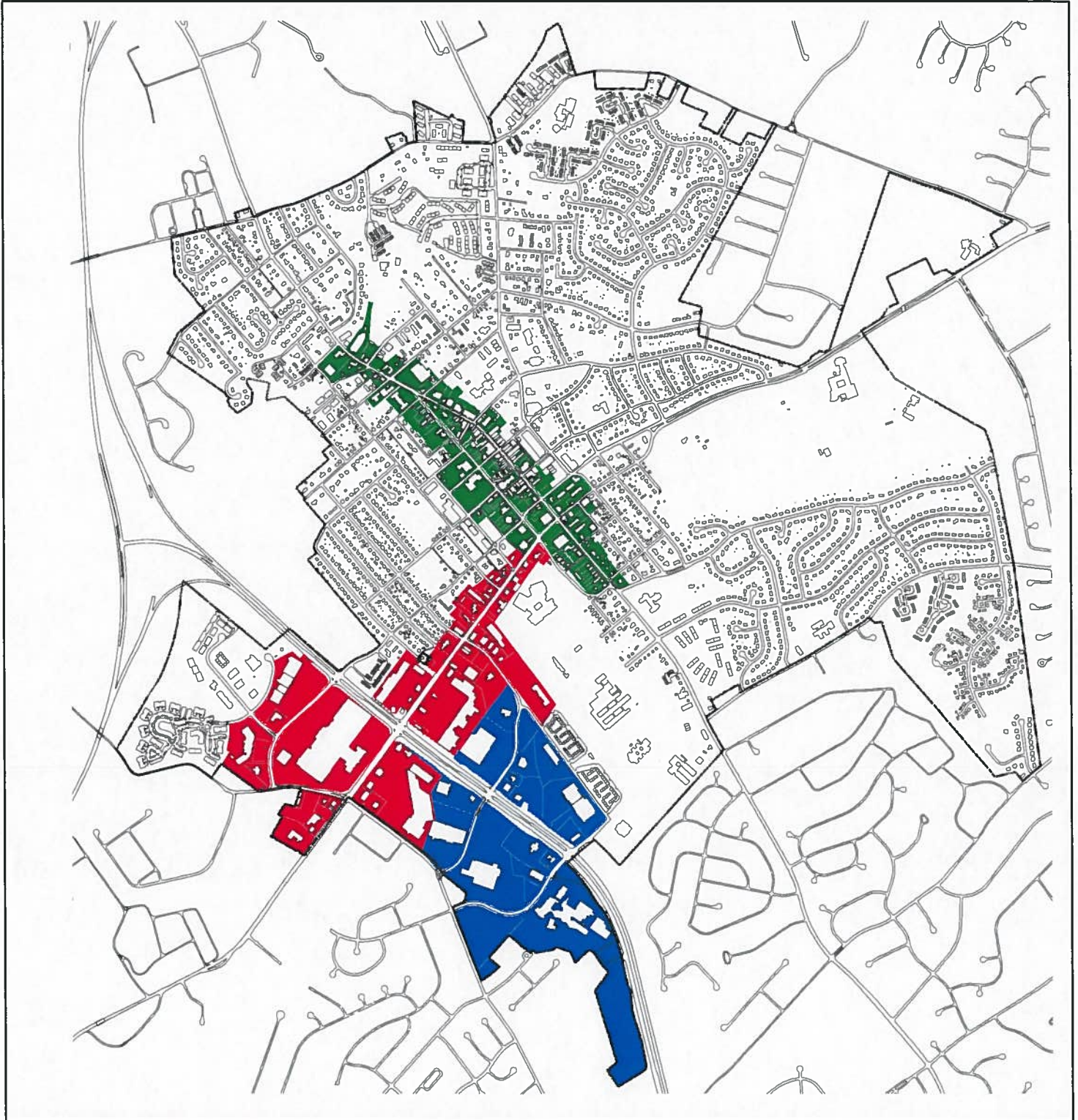
4. Delivery Time After Bid Award _____

5. Offer Good Until: _____
(Date)




Signature of Bidder

APPENDIX A

Town of Bel Air 2015 Market Survey



Commercial Areas

-  Downtown/Historic
-  Route 1
-  Route 24

4,200 2,100 0 Feet

