



Administrative Offices
P.O. Box 276
100 E. 4th Street
York, NE 68467

REQUEST FOR PROPOSALS FOR RETAIL & RESTAURANT ANALYSIS & RECRUITMENT

SUBMITTAL DUE DATE: December 13, 2024 – 2:00 PM

PROPOSALS MUST BE MAILED OR DELIVERED TO:

**City of York, Attn: City Clerk
100 East 4th St., York NE 68476**

Please mark your envelope "PROPOSAL FOR RETAIL RECRUITMENT"

EIN/SSN (Required) _____
Federal I.D. Number

COMPANY NAME _____

ADDRESS: _____

CITY/STATE/ZIP _____

PHONE _____

PRINTED NAME _____

AUTHORIZED SIGNATURE _____

TITLE _____ EMAIL _____

Signature acknowledges that Proposer has read the bid documents thoroughly before submitting a proposal, will fulfill the obligations in accordance to the scope of work, terms and conditions and is submitting without collusion with any other individual firm. You must submit this page with an authorized signature.

ALL QUESTIONS MUST BE SUBMITTED BY EMAIL TO THE FOLLOWING PERSON:

Sue Crawford (scrawford@cityofyork.net) Questions must be submitted no later than December 12. Questions submitted after that date will not be considered.

BIDDERS MUST SUBMIT THIS PAGE WITH ANY PROPOSAL

This Request for Proposals does not commit the City of York to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City of York reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified firm or to modify or cancel in part or in its entirety the Request for Proposals, if it is in the best interest of the City of York to do so.

**REQUEST FOR PROPOSALS –
RETAIL AND RESTAURANT ANALYSIS AND RECRUITMENT**

The City will evaluate and select a firm to develop and implement a 3-year plan for retail and restaurant retention and recruitment. The selected Vendor shall be required to sign an agreement which the city determines to be fair, competitive, and reasonable.

The City is desiring to enter in to an agreement with one vendor who can perform all functions requested within this RFP.

The City reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor.

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. Those qualifications are as follows:

- Vendor shall have a minimum of 10 years of experience in retail real estate.
- Vendor shall have a minimum of 10 years of experience making outreach to property owners, brokers, developers, retailers, restaurant, and other retail industry players on behalf of their Clients.
- Vendor must have partnership with a full service commercial real estate firm focused on retail real estate.
- The vendor must be able to demonstrate active participation in International Council of Shopping Centers and Retail Live.
- Vendor must demonstrate experience in data collection, reporting and identifying opportunities for the expansion and attraction of new retail sales operations and the retention of existing small businesses in the City.
- Vendor must demonstrate evidence of relationships and connections with retail operators.
- Vendor must have members on staff with the CCIM Professional Certification.

GUIDELINES FOR PROPOSAL PREPARATION

The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Scope & Approach: Retail and Restaurant Analysis and Recruitment
3. Dedicated Team
4. Pricing
5. References
6. Minimum Qualifications

The detailed requirements for each of the above-mentioned sections are outlined below:

I. EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement and should identify the main features and benefits of the proposed work.

II. SCOPE AND APPROACH: RETAIL & RESTAURANT ANALYSIS & RECRUITMENT

Include a plan of action the Vendor plans to perform for proactive outreach to new retail and restaurant businesses not currently in the market with a plan to attract those brands to open a new location in York.

III. DEDICATED TEAM

Include information on the team that will be interacting with the City.

IV. DETAILED PRICING

Investment schedules for three years of service.

V. REFERENCES

Provide five current references for similar communities in which you have performed similar work in Retail Recruitment and Analysis

VI. MINIMUM QUALIFICATIONS

This section will present the criteria identified in the Minimum Qualifications and include proof or examples showing that the vendor meets the minimum qualifications.

SCOPE OF WORK

I. RESEARCH

- Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
- Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
- Conduct retail peer market analysis
- Competition analysis of identified target zones trade area(s)
- Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
- Customized retail market guide including aerial map with existing national retailer brands and traffic counts
- Retail competitor mapping/analysis
- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
- Identification of at minimum 30 retail prospects to be targeted for recruitment over a three-year engagement
- Updates provided on retail industry trends
- Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

II. BOOTS ON THE GROUND ANALYSIS

- Identify/Evaluate/Catalog priority commercial properties for development, re-development, and higher and best use opportunities
- Identification of priority business categories for recruitment and/or local expansion
- Perform competitive analysis of existing shopping centers and retail corridors
- Active outreach to local brokers and landowners

III. RETAIL RECRUITMENT

- Pro-active retail recruitment for targeted zones
- Will contact a minimum of 30 retailers, restaurants, brokers and/or developers
- Updates on new activity will be provided to Client's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis
- One market visit per calendar year included in agreement, any travel outside of the agreement shall be approved and paid for by the contracting entity
- Conference representation- updates provided according to the yearly conference schedule