

**CITY OF DALLAS CENTER
REQUEST FOR PROPOSALS FOR
PROFESSIONAL CONSULTANT SERVICES RELATED TO
*DEVELOPING AN ECONOMIC DEVELOPMENT PLAN***

DUE DATE: March 1, 2007

The City of Dallas Center, Iowa is seeking Request for Proposals (RFP) from firms that are interested, experienced and knowledgeable in preparing economic development plans.

Dallas Center is located in Dallas County 20 miles West North West of Des Moines. The community has a population of approximately 1600 residents as of the 2000 U S Census and a geographical size of 4.4 square miles. Dallas Center's trade area and labor force area encompasses all of Dallas County.

Economic Development planning is performed by the City of Dallas Center Economic Development board. The City Council has authorized staff to develop an economic development plan to help guide the City in fostering appropriate residential, commercial, and industrial growth. Development of this plan would be overseen by a steering committee comprised of members of the business community, citizens, elected officials, and other interested parties. Some staff support may be provided

The City of Dallas Center desires to engage professional consultant services to conduct this effort. The City anticipates a project as follows:

- Economic Development Profile with an Economic Base Analysis
- Retail and Non-Retail Sales Analysis
- Economic Constraints and Opportunities Issue Analysis
- Economic Development Strategic Action Plan with an Economic Development Alternatives Report
- Economic Development Strategic Plan

The City intends to select the consultant in March 2007 and to begin work as soon as possible following selection; and continue through each phase on a schedule to be agreed-upon with the finalist as part of the contract negotiation

A general overview of the Scope of Work is attached. The Scope of Work will be finalized with the consultant, and will then be submitted with the contract for approval by the Mayor and City Council.

Dallas Center intends that the contract be for the duration to complete the original tasks under the agreed-upon schedule, and to allow Dallas Center the ability to request additional related tasks if required to complete the economic development profile and plan.

Firms should submit their interest no later than March 1, 2007 to the location specified below. The submittal should include the following information:

1. Identify through a narrative discussion your experience preparing economic development profiles and economic development plans
2. Provide resumes of personnel intended to serve on the project team and their area of responsibilities
3. Provide client references for similar activities including contact persons, addresses, email addresses, and telephone numbers
4. Indicate availability for the project including available start date and any other conditions that restrict availability to work on this project
5. A proposed outline of tasks, product and project schedule, including the number of hours required to complete each task or project
6. A proposed budget based on the above outline of tasks, products and schedules

For questions or information, call Mitch Hambleton, Mayor or the City Clerk, at (515) 992-3725 or email at dallascentercity@mchsi.com. Announcements or addendums to this request will be posted on the City website <http://www.dallascenter.com>.

To respond, provide one (1) unbound original of the RFP by March 1, 2007. Dallas Center will accept mailed, emailed, or faxed responses. The method of transmission will not influence evaluation of your response. You may mail, email or fax your response as follows:

City of Dallas Center
Attention: Mitch Hambleton/Economic Development Board
1502 Walnut
Dallas Center, IA 50063
Phone: (515) 992-3725
E-Mail to: dallascentercity@mchsi.com
Fax to: (515) 992-3764

Fees: Fees shall be discussed and negotiated with the finalist. You need to provide cost information during this phase of the selection process. During the final selection, Dallas Center shall discuss available project funds and proposal approaches.

Contract Term: The Contract shall remain in effect to complete the original scope of work, and to allow additional work products of a similar nature at the contract rate upon request by Dallas Center and approval of funds and/or work by City Council.

Signatures: These documents do not require authorized signature for submittal. Signatures will be required of the selected finalist as part of the contract process.

Revisions to the Request: Dallas Center retains the right to modify this request. Dallas Center shall post additional information, changes or revisions on the Dallas Center website at www.dallascenter.com and may additionally provide materials directly to firms that Dallas Center knows may be interested. It shall be the responsibility of the firm, however, to obtain such materials (if any) from the Dallas Center website.

Acceptance Period: Submittals shall be valid until the City Council has completed an award action. Firms that take exception to this will be considered non-responsive and will be rejected.

Rejection of Submittals: Dallas Center reserves the right at its sole discretion to reject any or all submittals, without penalty, and to not issue a contract as a result of this request. Dallas Center also reserves the right at its sole discretion, to waive minor administrative irregularities contained in any submittal.

Responsible Firms: Dallas Center shall only considered responsible firms whom, in the sole judgment of the Dallas Center City Administrator, have the financial ability, experience, resources, skills, capability, reliability and business integrity necessary to perform the requirements of the contract. Dallas Center may also consider references and other information available to the City, whether specifically provided by the respondent or otherwise. Firms with an owner convicted within the past 10 years of a crime that impugns honesty or integrity, or with unsatisfied tax or judgment liens, are ineligible to participate and shall not submit.

Costs to Submit: Dallas Center will not be liable for any costs incurred by any respondent in preparation of a submittal in response to this request, in conduct of a presentation, or any other activities related to response to this RFP.

Commitment of Funds: The Mayor or his delegate is the only individual who may legally commit the City to the expenditure of funds for a contract resulting from this solicitation. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

Evaluation and Selection: The City will select a finalist(s) through a review of submittals and/or interviews with the help of the steering committee. The City will negotiate a contract and costs with the final candidate. City Council may approve the contract for the Mayor.

Scope of Work

The City Council has authorized the preparation of an Economic Development Plan for the City of Dallas Center. The plan will identify Dallas Center's economic characteristics and establish priority policies, programs, tasks and activities. These materials will implement economic development policy established by Council. Development of this plan would be overseen by a steering committee comprised of members of the business

community, citizens, elected officials, and other interested parties. Some staff support may be provided.

Objectives:

- Provide detailed analysis of City's economic base
- Identify key opportunities to expand and diversify the City's economic base
- Prepare trend analysis of the City's economic strengths and weaknesses
- Prepare fiscal analysis and benefits of development
- Identify opportunities to maximize public revenues
- Identify constraints and opportunities for economic development, e.g. housing supply, limited developable land, infrastructure capacity, redevelopment and financing constraints and potential land value changes
- Prepare strategic action plan to guide implementation
- Involve and engage the business community in the planning and implementation so as to achieve ownership

Task 1: Prepare Economic Base Study

Task 1 Deliverable: Economic Base Analysis

Prepare an analysis of the City's economic base and the surrounding trade area. Develop an understanding of how each business sector contributes to the City's economy.

Economic indicators include: number of establishments, employment, annual payroll, taxable sales, and other City revenues, by source, for non-enterprise funds. These indicators will be compared to similar indicators for the county and other similarly situated jurisdictions.

The purpose will be to first increase the understanding of the City's current economic structure and then to identify target economic opportunities that are both realistic and compatible. Existing and emerging industries will be identified and discussed in terms of their potential to expand or grow in the City of Dallas Center.

The task will build upon existing documents, such as the Comprehensive Plan, the US Census, the State of Iowa employment data, and the City's business license and revenue information.

Task 2: Retail and Non-Retail Sales Analysis

Task 2 Deliverable: Retail and Non-Retail Analysis

This task would first analyze the community-wide sales performance by major categories in order to better understand the market dynamics in Dallas Center and the surrounding trade area. The retail and non-retail taxable sales trends would be analyzed based on the City's taxable sales and business license databases (if applicable). The potential effect of e-Commerce would be analyzed.

This task would also prepare a retail leakage analysis, i.e., which retail categories are losing competitiveness with other jurisdictions and possible strategies to diversify and gain competitive advantage.

Task 3: Economic Development Constraints and Opportunities*Task 3 Deliverable: Economic Constraints and Opportunities Analysis*

Constraints and opportunities influence the city's economic development. These factors include location, access, transportation and transit, housing, available land, infrastructure and public service capacity. Constraints and opportunities will be identified and qualitatively discussed.

Task 4: Economic Development Alternatives*Task 4 Deliverables: Draft Economic Development Alternatives*

This analysis will identify what should be done to address the items identified in the constraints and opportunities analysis. The focus will be to establish specific alternatives for the retention and attraction of business, quality employment opportunities, and sustainable city revenues. The alternatives will be reviewed in conjunction with adopted city policies.

Task 5: Economic Development Strategic Action Plan*Task 5 Deliverables: Economic Development Strategic Action Plan*

Based upon the alternatives established in Task 4, a strategic action plan will be prepared. Specific programs, activities and tasks will be identified to implement the economic development alternatives.