

REQUEST FOR PROPOSAL FOR ECONOMIC DEVELOPMENT SERVICES

Village of Cambridge Dane & Jefferson Counties, Wisconsin

The Village of Cambridge is issuing a Request for Proposal (RFP) for interested vendors to submit proposals for economic development services on a single project basis.

Sealed proposals: Vendor will deliver seven (7) proposals to the following address:

Village of Cambridge
Attn: Norma DeHaven, Administrator/Clerk/Treasurer
P.O. Box 99
200 Spring St.
Cambridge, WI 53955

Proposal Deadline: 10:00 a.m. CST, JULY 13, 2011

PRE-SUBMITTAL MEETING TO BE HELD ON JUNE 20, 2011 AT 6:00 P.M. at the Village of Cambridge Hall, 200 Spring Street, Cambridge, WI in the Senior conference room in the lower level. Representatives from the Economic Development Committee and the Village Administrator/Clerk/Treasurer will be present to explain and answer questions with prospective bidders.

Proposals received after the above cited time will be considered a late quote and are not acceptable unless waived by the Economic Development Committee.

The envelope must be clearly marked "SEALED RFP".

Please direct questions to Norma DeHaven, Administrator/Clerk/Treasurer, (608) 423-3712, normad@ci.cambridge.wi.us

Proposal Terms

The Village of Cambridge reserves the right to reject any and all proposals received as a result of this request for proposal. If a proposal is selected, it will be the most advantageous regarding quality of service, the vendor's qualifications, and capabilities to provide the specified service, and other factors which the Village may consider.

The Village reserves the right to waive or not waive informalities or irregularities in proposals or proposal procedures, and to accept or further negotiate cost, terms, or conditions of any proposal determined by the Village to be in the best interests of the Village even though not the lowest bid.

The price quotations state in the bidder's proposal will not be subject to any price increase from the date on which the proposal is opened at the Village Hall to the mutually agreed-to date of bid. Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days. Failure of the successful bidder to accept the obligation of the bid may

result in the cancellation of any award. A service contract will be executed between the Village and the awarded vendor.

Vendor Qualifications

The vendor shall be a Wisconsin firm which has extensive experience and background in economic development planning, and with developing Federal, State and County grant applications, and working with the University of Wisconsin Extension services.

Scope of Services

1. **Market Analysis** i The Village is interested in performing a market analysis of the community to better support business retention, expansion, entrepreneurship and recruitment efforts. This information will be used to help identify retail gaps in the community and fill empty and new spaces with compatible businesses that are likely to succeed. Work to be performed includes:
 - a. Assess size and shape of the Trade Area
 - b. Profile market segments including demographic and buying behaviors
 - c. Calculate retail demand and supply for the Cambridge Trade Area
 - d. Analyze the current business mix and market position of each business district.
 - e. Develop business retention, expansion and recruitment recommendations.
 - f. Present information in a factual and objective document that will inform existing and prospective businesses about the Cambridge market.
 - g. Emphasis should be on the Main Street (Hwy 12) and the Hwy 18 Commercial corridor. Special emphasis should include broader economic development strategies for Main Street so that this district can more effectively serve the community.
 - h. Prepare findings in a written document, and then present findings to Village officials, at a meeting or meetings coordinated with the Village Administrator/Clerk/Treasurer.
2. **Real Estate Financial Analysis** i After completion of the above, Consultant will integrate findings and conclusions and will assist the Village with preparation of a Real Estate Financial Analysis. To understand the impact of various development types, amenities and design standards, Consultant will build a development pro forma for recommended projects. This will model the investment in terms of costs and revenues to understand if a profitability gap exists that might deter investment and to determine if public subsidies (such as TIF), or other public sector funds (such as Low Income Housing Tax Credits or other grant funds) are adequate to fill that gap.
 - a. **Site Preparation and Construction Costs** i Working with the Village and development community, Consultant will estimate a cost for all hard and soft costs associated with development plans including demolition/rehabilitation of existing structures and construction of new structures and site improvements.
 - b. **Lease Rates and Expected Absorption** i Consultant will conduct research and engage in interviews with local developer and broker community in order to gain insight into anticipated lease rates and absorption for the retail, office, and residential products envisioned in the future development.

- c. Develop Generalized Pro-Formas i Using the estimated lease rates, absorption, construction costs, total square foot yield, expected interest rates and profit margin, Consultant will develop generalized pro-forma models of the costs and revenues of developments envisioned.
- d. Real Estate Development Summary i Based on the above analysis steps, Consultant will provide a financial analysis of the project, including the business case for private sector investment in the project. If a gap in project financing is expected, the model will show the source of project costs and revenues. To fill this gap, either public funding needs to be identified or modifications to the site layout, densities, or mix of uses must be made to improve the financial picture.
- e. Inventory of Potential Public Funding Sources i Consultant will identify potential available grant or loan programs available to assist with the proposed project and fill any identified funding gap based on the desired layout, densities and building materials.

The results of items a-e above will be incorporated into a project investment summary document that can be utilized as an investment offering memorandum for the purpose of seeking investment partners for the envisioned project.

- f. Outreach to Potential Project Partners i Following the culmination of the development pro forma phase, Consultant will assist the Village in contacting developers with specific experience in the envisioned projects. The overall concept plan and financial modeling will be discussed to determine developer interest and project challenges, and to validate pro forma assumptions. Outreach should also be conducted with public sector partners, particularly the individuals associated with identified grant programs, to explain the project and further refine quantity of available financial assistance.
- g. Prepare findings in a written document, and then present findings to Village Officials at a meeting or meetings coordinated with the Village Administrator/Clerk/Treasurer

Submittal Process and Details

Proposals should include the following:

- Consultant's name, address, and names of primary contacts.
- A description of the specific staff that will comprise the project team for this assignment.
- Samples of related/comparable past projects that would serve as examples of experience and expertise necessary for this work.
- Evidence of ability to work within tight time constraints.
- Provide information on how many days or hours notification must be given prior to scheduling a project. Provide the earliest date available to assume these duties.

- List of references, scope of project and contact person
- A proposed fee structure (cost per hour), *on a “Total not to exceed” basis*. Cost proposals should be provided for each section within the scope of services.
- A consultant may include proposals for both portions outlined in the scope of services or they may submit proposals for just one portion.
- Preference will be given to firms which can provide proposals which meet the requirements for all portions outlined in the scope of services. However, The Village reserves the right to accept portions of submitted proposals based on the qualifications and presentation of the consultant for the scope of services identified above. One vendor may be selected to perform both portions, or two separate vendors may be selected to coordinate the project.
- Consultant should clearly provide a date for the conclusion of all contracted work. Project time frames should not exceed three months. Preference may be given to consultants who are able to complete the project the most efficiently.
- A pre-submittal meeting has been scheduled for June 20, 2011 at 6:00 p.m. at the Village of Cambridge Hall, 200 Spring Street, Cambridge, WI in the Senior conference room in the lower level. Representatives from the Economic Development Committee and the Village Administrator/Clerk/Treasurer will be present to explain and answer questions with prospective bidders.

It is not the intent of the RFP to solicit an overly long response, but it is important that the firm's experience/expertise be adequately described. It will, for example, be much more useful to address abilities and expertise directly comparable to this project than to include an exhaustive list of all projects completed by the firm. Village staff will review the submitted proposals. One or more of the responders will be invited to meet with the Economic Development Committee to review their proposal. A recommendation from this committee will be made to the Village Board for their approval prior to contract negotiations.

Estimated Timeline - NOTE ALL DATES ARE FOR EXAMPLE ONLY -

Pre-Submittal Meeting	June 20, 2011
Bid Deadline	July 13, 2011
EDC Review	August 1, 2011
Village Board Review	August 9, 2011
Contract development/Signature	August 23, 2011
Project Completion	December 31, 2011