



FINANCE DEPARTMENT

GREGORY N. L'HEUREUX
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REQUEST FOR PROPOSALS

Purpose

The City of South Portland, Maine, is seeking proposals from qualified consultants to help the Economic Development Committee, interested parties and City staff to develop a comprehensive economic development strategic plan. The City is interested in developing an interim plan and a long range plan to help guide economic development. The last serious effort at creating a master economic development strategic plan was in 2007. This plan will incorporate emerging areas of growth as well as innovative strategies that moves the City toward greater sustainability, job creation, diversification of the arts, and branding. The planning process will be overseen by the South Portland Economic Development Committee.

Background

The City of South Portland has a diverse working waterfront, commercial, and industrial history that complements the rich diversity of the Greater Portland community. Dating back to the 1700s, the City of South Portland was developed with various shipyards, canneries, and trade ports along the Fore River and Casco Bay waterfront. During the 1800s and early 1900s, industrial and commercial development expanded across the City spurred by the construction of Rigby Yard, the largest railyard in New England. The City of South Portland has the second largest port on the eastern seaboard for marine oil terminals and bulk petroleum storage facilities that were constructed during the latter half of the 1900s. Since the 1950s, South Portland became the retail capital of southern Maine upon construction of the Maine Mall and Mill Creek shopping centers. Today, the City is the home to large companies such as Texas Instruments, Fairchild, WEX and many smaller companies as well. The City has a diverse collection of neighborhoods and cultural amenities that makes it a very attractive community to live and raise a family.

Nature of Services Requested

The overall responsibility and scope of work for the Consultant is to prepare and Economic Development Strategic Plan containing goals, objectives, and implementation measures. The Consultant will also provide meeting facilitation services during the public outreach and stakeholder interview process as necessary. The Consultant shall provide professional services to support the following tasks:

1. Review and analysis of existing demographic and socioeconomic data, labor force characteristics, sales tax revenue and other key economic data.
2. Preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic plan. This task should include preparation of a market study of the city's retail/commercial and industrial sectors.
3. Identify the community's assets and competitive advantages, with proposed activities and programs to incorporate these assets and advantages into an overall economic

development strategy. This task should include a SWOT analysis of the City and surrounding region.

4. Review and analysis of local ordinance, policies, and rules, providing recommendations on making any adjustments to favor economic growth in cooperation with Committee.
5. Preparation and facilitation of up to three (3) community workshops with business community leaders, the business community in general, and other groups and residents in the City.
6. Attend up to three (3) meetings with City staff and key community members to identify and prioritize economic development goals and objectives and proposed activities and programs.
7. Attendance of at least two (2) meetings and/or workshops with the South Portland City Council.

Deliverables

1. Preparation of an Economic Development Strategic Plan including suggested activities, projects and programs to implement objectives and goals set forth in the strategy.
2. Preparation of performance measures with timelines that will be used to evaluate whether and to what extent plan goals and objectives have been or are being met.

Project Schedule

To be developed in coordination with the Economic Development Committee.

Proposal Requirements

All proposals must include the following elements:

1. Qualifications of personnel to be assigned to this project. Attach the resumes of all key personnel proposed for the project and estimated percentage of time to be spent on each phase of the project.
2. Consultants understanding and approach to the project
3. Identification of any facilities, equipment or support required.
4. At least three references.
5. Examples of similar projects.
6. A proposed project budget with a bid amount not to exceed \$25,000.00 for all tasks/deliverables proposed, and any additional anticipated reimbursable expenses.
7. Selection process may include an interview for final decision.

Questions Posed by Economic Development Committee:

1. Please include your initial thoughts on South Portland.
2. Please list what worked and did not work in similar projects you have completed in the past and any associated costs.
3. Please give the Committee your suggested timeline for final completion of the strategic plan?

Questions about the Request for Proposals

Questions should be directed in writing to: Colleen Selberg
Purchasing Agent
City of South Portland
25 Cottage Road
South Portland, ME 04106
(207) 767-7608
cselberg@southportland.org

Questions received after November 28, 2014 will not be addressed.

Responses that substantially alter the Request for Proposal will be issued in the form of a written addendum to those who received the RFP.

3 copies of the proposal must be received by: Colleen Selberg
Purchasing Agent

By: *4:00 pm on December 5, 2014* after which all proposals will be opened and available for public inspection. Interviews will be scheduled with top-identified candidates.

The City of South Portland reserves the right to accept or reject any and all proposals or parts thereof and to make further modifications as it deems in the best interest of the City. It also reserves the right to retain all proposals submitted and to use any ideas from a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance of the conditions contained within this Request for Proposal.

Selection Criteria

The following criteria will be used to evaluate proposals:

1. Project understanding and project approach – 30%
2. Experience and demonstrated effectiveness with similar projects – 30%
3. Work plan and timetable for completion – 20%
4. Qualifications of assigned personnel to the project – 10%
5. Response to Questions - 10%
6. Price – 0%