

REQUEST FOR PROPOSALS

RETAIL FEASIBILITY, STRATEGIC PLANNING & BUSINESS RECRUITMENT

RFP #02-2015



RELEASE DATE: FEBRUARY 20, 2015
SUBMISSION DEADLINE: MARCH 27, 2015

THE LAKE WORTH COMMUNITY REDEVELOPMENT AGENCY
29 SOUTH "J" STREET
LAKE WORTH, FL 33460
WWW.LAKEWORTHCRA.ORG

REQUEST FOR PROPOSAL

The Community Redevelopment Agency (CRA) in Lake Worth is seeking a professional firm to develop a comprehensive market/ retail feasibility study and the development and execution of a recruitment plan within the CRA District. Lake Worth is a City of approximately 37,000 people and is 7 square miles in area. The Lake Worth CRA includes all of the parcels along Dixie Highway, the two Gateways (6th Ave. South and 10th Ave. North) and some of the surrounding neighborhoods. The goal is not only for the consultant to develop the plan but also to proactively recruit retailers on behalf of the Lake Worth CRA.

Proposers should submit one original, seven (7) copies and one digital copy, sealed and marked, "Retail Feasibility, Strategic Planning and Business Recruitment Proposal." These packets are to be delivered to the CRA at 29 South "J" Street, Lake Worth by March 27, 2015.

Time is of the essence and any proposal received after 12p.m. (NOON), March 27, 2015 whether by mail or otherwise will not be considered. Proposals shall be placed in a sealed envelope, marked in the lower left-hand corner with the RFP number, title, and date and hour proposals are scheduled to be received. Proposers are responsible for insuring that their proposal is delivered to CRA personnel by the deadline indicated. The CRA reserves the right in its sole discretion to reject any or all proposals and/or to waive all nonmaterial irregularities on any and all proposals. All costs and expenses, including reasonable attorney's fees, incurred by any firm in preparing and responding to this RFP are the sole responsibility of the responding firm including without limitation any and all costs and fees related to a protest.

Interested parties may obtain a copy of the RFP by contacting the CRA at 561.493.2550 or from the CRA's website at www.lakeworthcra.org.

All proposals must be delivered or mailed to:

Lake Worth Community Redevelopment Agency
29 South "J" Street
Lake Worth, FL 33460

ENVELOPE MUST BE IDENTIFIED AS RFP #02-2015

Background

The Lake Worth City Commission adopted Resolution 47-89 in 1989, creating the Lake Worth Community Redevelopment Agency. The CRA is a quasi-public agency that operates under Florida State Statute 163, Part III. A Community Redevelopment Plan was produced in 1989 to outline the community's desired public and private improvements along with a funding program, including the use of tax increment funds. In 2001, the boundaries of the CRA were expanded to include all of Dixie Highway and the areas including and surrounding 6th and 10th Avenue, also known as the "Gateways."

The primary source of funding is provided through tax increment financing. Tax increment revenues are deposited into a redevelopment trust fund. The taxable value of all real property in the redevelopment area is determined at a particular year, also known as the "base year." Contributing taxing authorities, such as the City and County, continue to receive ad valorem taxes. Any increase in ad valorem revenue above the base year value is deposited into the redevelopment trust fund and used to carry out redevelopment activities.

The Lake Worth CRA is governed by a seven member volunteer Board appointed by the City Commission. The Board serves the area by implementing Redevelopment Plan objectives and promoting redevelopment activities. The CRA has undertaken substantial projects over the past several years. The Neighborhood Stabilization Program provided the Agency with over \$23M to rehabilitate and build new affordable/ workforce housing in the area. The CRA began the LULA, Lake Worth Arts Program in 2008 with the goal of revitalizing the downtown area of the CRA district by infusing arts with other economic development efforts. The goal of the program includes the establishment of a cultural district to support local talent while promoting the City as a destination for the art-related businesses, art and cultural centers and educational arts-related institutions. Recently the CRA has initiated a small business loan program and has a land bank with several properties held for future development.

The Agency's TIF financing has been impacted by both policy decisions and the market over the past few years. Still, the Agency strives to leverage funds and attract private investment into the area by working closely with the City, County, and our community partners.

Dixie Highway, once a bustling retail and commercial center, continues to suffer from a myriad of old and new challenges that include older buildings, underutilized sites and land constraints. Once the "spine" or "Main Street" of the area, this area suffers from a lack of identity and character and in many areas, a lack of attractions or amenities. These challenges impact community livability as more and more business is conducted outside of the City. Goods and services and local jobs are no longer provided close to home and residents leave the area to shop and work. Although demand has been predicted by previous studies, the City continues to lack retail nodes or newer office space for workers. Understanding the City's market potential gives the City leverage with retailers and service providers. Without this understanding and a philosophy of continuous process improvement, the quality of life in a City or area will decline. Dixie Highway may move traffic in a quick fashion but the current form is not sustainable, nor can it be expected to thrive without change and direct intervention.

The City has recently gone through an overhaul of the land-use development regulations. The new ULDR's and the Future Land Use Map (FLUM) should be looked at in context to the developing market. These documents are available on the City's web site at www.lakeworth.org and www.municode.com.

Submittal of Proposals

The documents included or incorporated in this RFP constitute the complete set of instructions, scope of work, specification requirements and forms. It is the responsibility of the Proposer to insure that all pages are included. Therefore, all Proposers are advised to closely examine this RFP.

All proposals must be typed or written in ink, and must be signed in ink by an officer having authority to bind the company. Signatures are required where indicated; failure to do so shall be cause for rejection of proposal.

Changes and Interpretations

Changes to this RFP will be made by written addenda. A written addendum is the only official method whereby interpretation, clarification or additional information can be given. All addenda will be posted on the CRA's website - www.lakeworthcra.org. It is the sole responsibility of each Proposer to check the CRA's website for posted addenda. The CRA will not mail or fax any addenda to a Proposer.

All questions regarding this RFP should be submitted in writing via mail or e-mail and must be received by the CRA no later than ten (10) calendar days prior to the due date for proposals:

CRA Office
29 South "J" Street
Lake Worth, FL 33460
cdabros@lakeworth.org

All questions will be answered via addenda. If a question is not answered, the Proposer should assume all relevant information is contained within this RFP. The CRA will strive to issue all addenda at least three (3) business days before the proposal due date; however, the CRA reserves the right to issue any addenda at any time.

Property of the CRA

All materials submitted in response to this RFP become the property of the CRA. The CRA has the right to use any or all ideas presented in any response to this RFP, whether amended or not, and selection or rejection of a proposal(s) does not affect this right. No variances to this provision shall be accepted.

RFP Timetable

The anticipated schedule for this RFP and contract approval is as follows:

- Questions from Potential Proposers Due (March 17, 2015)
- Proposal Response Due (March 17, 2015 at 12pm)
- Short List Announcement (if needed) Approximately 2 weeks later
- Proposal Selection Approximately 3 weeks later

The CRA reserves the right to amend the anticipated schedule as it deems necessary.

Ethics Requirement

This RFP is subject to the State of Florida Code of Ethics and the Palm Beach County Code of Ethics. Accordingly, there are prohibitions and limitations on the employment of City officials and employees and contractual relationships providing a benefit to the same. Proposers are highly encouraged to review both the Florida Code of Ethics and the Palm Beach County Code of Ethics in order to insure compliance with the same.

Disclosure and Disclaimer

The information contained herein is provided solely for the convenience of Proposers. It is the responsibility of a Proposer to assure itself that information contained herein is accurate and complete. Neither the CRA, nor its advisors provide any assurances as to the accuracy of any information in this RFP. Any reliance on the contents of this RFP, or on any communications with CRA representatives or advisors, shall be at each Proposer's own risk. Proposers should rely exclusively on their own investigations, interpretations and analyses in connection with this matter. The RFP is being provided by the CRA without any warranty or representation, express or implied, as to its content; accuracy or completeness and no Proposer or other party shall have recourse to the CRA if any information herein contained shall be inaccurate or incomplete. No warranty or representation is made by the CRA that any proposal conforming to these requirements will be selected for consideration, negotiation or approval.

In its sole discretion, the CRA may withdraw this RFP either before or after receiving proposals, may accept or reject proposals, and may accept proposals which deviate from the non-material provisions of this RFP. In its sole discretion, the CRA may determine the qualifications and acceptability of any firm or firms submitting proposals in response to this RFP. Following submission of a proposal, the Proposer agrees to promptly deliver such further details, information and assurances, including, but not limited to, financial and disclosure data, relating to the proposal and/or the Proposer, including the Proposer's affiliates, officers, directors, shareholders, partners and employees, as requested by the CRA. Any action taken by the CRA in response to proposals made pursuant to this RFP or in making any award or failure or refusal to make any award pursuant to such proposals, or in any cancellation of award, or in any withdrawal or cancellation of this RFP, either before or after issuance of an award, shall be without any liability or obligation on the part of the CRA, or their advisors.

Any recipient of this RFP who responds hereto fully acknowledges all the provisions of this Discloser and Disclaimer and agrees to be bound by the terms hereof. Any proposal submitted pursuant to this RFP is at the sole risk and responsibility of the party submitting such proposal.

Contract Agreement

The terms and conditions of the resulting contract for the services to be rendered will be negotiated with successful Proposer. If the CRA and the successful Proposer cannot agree on the terms and conditions of the resulting contract, the CRA reserves the right to terminate negotiations with the successful Proposers and move to the next ranked Proposer to commence negotiations. Negotiations may continue in this process until the CRA is able to enter into a contract with a Proposer that best meets the needs of the CRA.

Insurance Requirements

Prior to execution of the resulting contract derived from this RFP, the awarded firm shall obtain and maintain in force at all times during the term of the resulting contract insurance coverage as required herein. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The Certificates shall clearly indicate that the firm has obtained insurance of the type, amount, and classification as required for strict compliance with this provision and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the CRA. Compliance with the foregoing requirements shall not relieve the firm of its liability and obligations under the resulting contract.

- A. The firm shall maintain during the term of the contract, standard Professional Liability Insurance in the minimum amount of \$1,000,000.00 per occurrence.

- B. The firm shall maintain, during the life of the contract, commercial general liability, including public and contractual liability insurance in the amount of \$1,000,000.00 per occurrence (\$2,000,000.00 aggregate) to protect the firm from claims for damages for bodily and personal injury, including wrongful death, as well as from claims of property damages which may arise from any operations under the contract, whether such operations be by the firm or by anyone directly or indirectly employed by or contracting with the firm.
- C. The firm shall carry Workers' Compensation Insurance and Employer's Liability Insurance for all employees as required by Florida Statutes.

All insurance, other than Professional Liability and Workers' Compensation, to be maintained by the firm shall specifically include the Lake Worth CRA as an "Additional Insured".

Evaluation and Award

The CRA will assemble an Evaluation Committee to evaluate the proposals from Proposers. The Evaluation Committee will convene for a public meeting to evaluate and rank the most advantageous proposals and make a recommendation for contract award to the CRA Board. The Procurement Official will notify all submitting Proposers and advertise the Evaluation Committee meeting in the appropriate media as directed by law. The CRA Board is not bound by the recommendation of the Evaluation Committee and the CRA Board may deviate from the recommendation in determining the best overall responsive proposal which is most advantageous and in the best interest of the CRA District.

Each Proposal will be evaluated individually and in the context of all other proposals. Proposals must be fully responsive to the requirements described in this RFP and to any subsequent requests for clarification or additional information made by the City through written addenda to this RFP. Proposals failing to comply with the submission requirements, or those unresponsive to any part of this RFP, may be disqualified. There is no obligation on the part of the CRA to award the proposal to the lowest priced proposer, and the CRA reserves the right to award the contract to the Proposer submitting the best overall responsive proposal which is most advantageous and in the best interest of the CRA District. The CRA shall be the sole judge of the proposals and the resulting contract that is in its best interest and its decision shall be final.

While the CRA allows Proposers to specify any desired variances to the RFP terms, conditions, and specifications, the number and extent of variances taken will be considered in determining the Proposer who is most advantageous to the CRA. **Evaluation Scoring Criteria has been incorporated into the RFP document specifics.**

Representations by Submittal of Proposals

By submitting a proposal, the Proposer warrants, represents and declares that:

- A. Person(s) designated as principal(s) of the Proposer are named and that no other person(s) other than those therein mentioned has (have) any interest in the proposal or in the anticipated contract.
- B. The proposal is made without connection, coordination or cooperation with any other persons, company, firm or party submitting another proposal, and that the proposal submitted is, in all respects, fair and in good faith without collusion or fraud.
- C. The Proposer understands and agrees to all elements of the proposal unless otherwise indicated or negotiated, and that the proposal may become part of any contract entered into between the CRA and the Proposer.

D. By signing and submitting a proposal, Proposer certifies that Proposer and any parent corporations, affiliates, subsidiaries, members, shareholders, partners, officers, directors or executives thereof are not presently debarred, proposed for debarment or declared ineligible to bid or participate in any federal, state or local government agency projects.

E. Pursuant to 287.133, Florida Statutes, a person or affiliate who has been placed on the convicted firm list maintained by the State of Florida may not submit a proposal to the CRA/City of Lake Worth for 36 months following the date of being placed on the convicted firm list. Proposer certifies that submittal of its proposal does not violate this statute.

F. Proposer recognizes and agrees that the CRA will not be responsible or liable in any way for any losses that the Proposer may suffer from the disclosure or submittal of proposal information to third parties.

Protests

Any actual Proposer who is aggrieved in connection with this RFP may protest such procurement. The protest must be filed with the CRA in accordance with the City's procurement code. A complete copy of the City's procurement code is available on-line at municode.com under the City's code of ordinances (sections 2-111 – 2-117). The protest procedures are set forth at section 2-115. There are strict deadlines for filing a protest. Failure to abide by the deadlines will result in a waiver of the protest.

Compliance

All proposals received in accordance with this RFP shall be subject to applicable Florida Statutes governing public records including without limitation Chapter 119, Florida Statutes.

END OF GENERAL INFORMATION

PROJECT SCOPE

The goal of this market study is to complete and assessment of the entire Lake Worth Dixie Highway corridor (from the Lantana city limit to the West Palm Beach city limit) current economic market and climate, to project its future business development potential, to analyze market sectors and shares, describe business types most appropriate for various areas and to identify opportunity sites for new business creation.

Output must include:

- A comprehensive market and retail feasibility study and gap analyses
- The development of a business strategy plan for the City, in particular the CRA district, including Dixie Highway, the Gateways, Federal Highway and Lake and Lucerne Avenue corridors (between A Street and Golfview Road).
- Retail analyses and strategic leasing plan
- Identification of prospects
- Execution of business leasing strategic plan

The process will involve:

- Data collection – tours and analysis
- Meetings with stakeholders to include CRA Board Members and Staff, City Commissioners and Staff, local businesses, property owners, business associations and residents and business customers. This may include up to two (2) public workshops.
- Analysis of data collected put into report form – this should include all the collected data, analysis, and catalog of commercial properties, including site specific information and tracking of interaction with prospective retailers.
- Presentations to Staff, CRA Board and City - to include up to three (3) publicly held meetings

PROPOSAL REQUIREMENTS:

All applicants must provide a company introduction, a description of prior experience, the firms capacity and three references including the name of the project referenced , contract time span and dollar amount , contact person and contact information. Responding firms should also demonstrate a clear understanding of the local economy and the CRA’s redevelopment plan.

Written text in the proposal must be printed on 8 ½ by 11 paper using 12pt. font.

Process for Consideration of Proposals

Selection Criteria and Points

Scope of Services – firm has clear understanding of services needed, the local economy and demonstrates administrative and staffing ability to complete the project in the time specified. 20 points

Statement of Qualifications - past record of professional accomplishments with similar studies. Respondents should provide staff resumes. 20 points

Previous Experience – past record of professional accomplishments with similar studies and recruitment efforts. - 35 points

Timetable for Deliverables – ability to design an approach and work plan to meet project requirements. 10 points

Project Costs – quotation of rates, fees or charges and other detailed cost-proposal or cost-breakdown information is reasonable and within budget. 15 points

Total – 100 points

CRA Staff will be responsible for ensuring all submittals responded to the RFP accordingly and have provided all the necessary information to be considered “responsive.” This includes handing the proposal in by the time and date specified earlier in this request. The CRA will establish an evaluation committee to

review the proposals and rank them according to the point system explained above. The evaluation committee will then make a formal recommendation to the CRA Board for approval.

PROPOSER INFORMATION PAGE

Company Name: _____

Authorized
Signature:

Signature

Print Name

Title:

Physical
Address:

Street

City

State

Zip Code

Telephone:

_____ Fax: _____

Email Address:

Web Site:

Federal Identification Number: _____

This is a requirement of every Proposer.

