

# REQUEST FOR PROPOSALS



## BUSINESS ATTRACTION SERVICES

The Town of Derry, NH, the fourth most populous municipality in New Hampshire, is dedicating itself to attracting new non-residential development to the community and to redeveloping its downtown with an eye toward realizing its tag line of the “Place to Be in Southern New Hampshire!” An economically diverse community of 34,000 hard-working Granite Staters, Derry is perched for success just four exits north of the Massachusetts state line on Interstate 93, one hour from Boston, 15 minutes from Manchester and nestled in the hilly countryside of western Rockingham County. Town officials and residents alike are poised to draw a vision of Derry’s future and to swing into action to make the changes in land use plans, zoning and regulations, and to invest in ways that will position Derry to grow its commercial and industrial tax bases, provide good paying jobs and produce a vibrant and sustainable future for itself.

### INTRODUCTION

The Town of Derry is soliciting proposals from firms and individuals to assist it in formulating an economic development strategy for the municipality and rendering supporting professional services focused on maximizing its potential in the target sectors of retail, hospitality and professional services that address the following essential elements.

- Analyzing Derry’s location in the Southern New Hampshire and New England marketplaces and identifying and prioritizing target industries and business entities
- Providing business attraction and retention tools that will provide analytic bases for targeted economic development efforts
- Developing effective marketing materials and promotional outlets
- Matchmaking and coordinating with targeted businesses

The Town seeks a working relationship with the selected vendor for a period of one to three years, and possibly further, depending upon the successes realized from the relationship.

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The successful firm/individual will conduct a site assessment of the Town of Derry's market trade area and profile the customer's buying habits, lifestyle characteristics and media habits across at least 7,500 individual characteristics of at least 71 dominant segment customers. The results of the assessment will be used to guide the elected officials and staffs of the Town to make decisions and commitments to grow the town's target sectors and shape goals and policy long term.

The assessment should take in to consideration and include the following deliverables for all target sectors, where applicable.

- Population and household increases
- Regional and market competition
- Existing businesses
- Leakage and surplus
- Development in similar cities
- Cannibalization
- Business trends
- Market viability
- CPR Report and related tools
- Assessment and intelligence reports
- A platform to customize all reports on the fly

### SCOPE OF WORK

The firm or individual selected will be expected to address the following concerns/issues:

- a) Develop trade area analysis focused on drive time delineation
- b) Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics
- c) Assess the retail potential of selected sites in the Town of Derry
- d) Recommend specific retail, hospitality and service sector businesses that match the town's customer profile
- e) Match the customer profiles with profiles of specific retail, hospitality and service sector businesses that would consider the Derry for location or expansion
- f) Prepare custom marketing packages for each of the retail, hospitality and service sector targets identified and identify the individual in the companies who makes location decisions

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- g) Make other recommendations as seen pertinent to the assessment
- h) Provide a retail leakage/surplus analysis
- i) Provide an online data base and marketing tools to assist recruitment efforts
- j) Provide on-going support to the Town throughout the recruitment process
- k) Benchmark Derry against genuine regional municipal competitors using valid comparative parameters
- l) Provide consultative input regarding those things Derry must and should do to attract and retain high-quality and high-wage employment via the target business sectors
- m) Provide information and guidance to help Town officials understand the value of Derry and regional residents and households as a workforce
- n) Provide information to understand residents access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks

### **IMPORTANT WORKING RELATIONSHIP FACTORS**

The following evaluators will be used individual differentiators to assess the degree to which your capabilities align with the Town of Derry's needs and interests. Please confirm (or not) and elaborate on each in your proposal.

#### **1. Personalized Content**

Your capability and capacity to advance the Town of Derry's business recruitment program by receiving personal guidance from professional staff along with ongoing insight into key regional industry topics via e-newsletter, webcasts and other interactive tools

#### **2. Long-Term Partnership**

Your ability and willingness to provide unlimited access to consultant staff

#### **3. Exclusive Access**

Your ability and willingness to utilize exclusive relationships to access data and develop an actionable program to recruit businesses in each of the target industries

Your ability and willingness to utilize exclusive relationships to access to assist the Town of Derry with access to businesses in the targeted industries

#### 4. **Web-Based Analytical Tool(s)**

Your ability to provide access for the Town of Derry to Internet accessible analytical tools designed to provide output data that will guide and enhance Derry's economic development efforts in meeting short and long range objectives

#### **MORE ABOUT TOOLS ...**

Tools provided must be accessible via pass-word protected website(s) with full functionality regarding, for example, user interfaces, interactivity, uploading and downloading, sharing, etc. and regularly repopulated with current data reflecting market activity and trends useful to Derry.

#### **INQUIRIES**

There will not be a pre-bid conference for this solicitation.

Conversational inquiries or requests for information will not be accepted or responded to and may result in disqualification.

All inquiries, questions and requests for information **MUST** be in writing. They and the responses provided by the Town will be distributed on Friday of every week prior to the RFP due date to all parties that obtained this RFP directly from the Town of Derry's Finance Department.

Written inquiries or requests for information about the Town of Derry should be directed to:

George Sioras, Planning Director, [georgesioras@derrynh.org](mailto:georgesioras@derrynh.org)

#### **MINIMUM QUALIFICATIONS**

Proposers must meet the following requirements, at a minimum, to be considered for selection.

- Insight into retail, hospitality and service sector business and location selection concepts, decision making processes, leadership, and trends – articulated via proposal content and verifiable via references
- Ten years in business or as a professional providing the solicited services to industry and state, county and local governments – verifiable via references
- Capability and willingness to communicate with Derry points of contact in person, via telephone and other common electronic media, and via teleconferencing (*GoToMeeting* and *Skype* preferred)
- Capability and willingness to assist with other data driven areas outside of the scope of this project that would serve Derry in a long-term business relationship

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### MINIMUM PROPOSAL CONTENT

Proposals must contain the following information, which if omitted may, at the Town's discretion, result in disqualification.

- A summary description of your firm, including size, locations of offices and areas of specialty
- A summary of your ability to provide services as enumerated above
- Points of contact addresses, email and phone numbers
- Resumes of individuals assigned to provide the services
- A list of municipal clients currently being served on similar projects and a record of those clients' successes – especially those in the Southern New Hampshire and New England regions
- A narrative of your approach to the Scope of Work, accompanied by a task-based, timetabled work plan with indications of anticipated task assignments
- Any unsolicited details or information that will assist the Town of Derry in making a selection

### PRICE

In a Price Proposal, provide a delineation of all fees and costs associated with the provision of the solicited services for a period of 12 months. Also provide a proposed price for continuation of all or a specified portion of the services, as offered in your proposal, through a second and third year.

### SUBMISSION OF PROPOSALS

Proposals are due at the email address shown below by **midnight on Monday, Sep 12, 2016**.

Proposals **MUST** be submitted via the Internet as PDF documents. Two files are **REQUIRED**: 1) the Proposal and 2) the Price Proposal.

Email proposals to: [BusinessAttractionRFP-Aug2016@derrynh.org](mailto:BusinessAttractionRFP-Aug2016@derrynh.org)

Hard copy proposals will be rejected, as will proposals delivered by means other than email.

### EVALUATION

Town staff and officials will review the proposals submitted and make a recommendation to the awarding authority. The selected vendor will be expected to begin work shortly after an agreement is executed.

The Town reserves the right to accept or reject any and all proposals it deems to be in its best interest.

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