

Request for Statements of Qualifications

The Downtown Development Authority (DDA) of the City of Springfield is soliciting statements of qualifications from professionals interested in providing marketing, project management and business development services for the Springfield DDA. All respondents to the Request for Qualifications (RFQ) are subject to the instructions communicated in this document; and are cautioned to completely review the entire RFQ and follow instructions carefully.

The information contained in this RFQ is the DDA's best understanding of the current needs and approach on how to address them, but they remain open to creative and beneficial modifications to the scope of work described herein based on professional expertise in these subject areas. If the proposal suggests a better way to achieve the goals stated here, it should be clearly stated, and it will be duly considered.

This RFQ does not commit the DDA to procure or award a contract for work or to compensate proposers for proposal preparation expense. All costs to prepare a response to this RFQ shall be borne by the proposer. The DDA reserves the right to reject any or all proposals, waive technicalities and/or informalities and make the award in the best interest of the project. Both parties also reserve the right to cancel, modify, supplement, add to, delete from or change any part or aspect of this project if it is believed to be in the best interest of the DDA.

The DDA is an equal opportunity employer. The DDA endeavors to do business with consultant(s) an individual(s) sharing its commitment to equal opportunity employment and will not do business with any consultant(s) that discriminate on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition or place of birth.

Project Overview

This DDA consultant must be licensed to do business in the state of Georgia and will be responsible for assisting the DDA with business development activities and economic development projects. This proposal will be for six months of assistance. At the end of the six-month period, the board may decide to extend or modify the services. Responsibilities will include:

- Recruiting tenants and/or developers that may have an interest in occupying and/or renovating the Walt's Building located at 405 N. Laurel Street.
- Assisting entrepreneurs and/or expanding businesses that may want to locate in other buildings or locations in the DDA Area.
- Assisting existing DDA Area businesses in expansion or renovation projects.
- Assisting property and business owners that may want to sell their property in the DDA Area.
- Work with City staff to prepare for DDA meetings including working with the Chairman to prepare the meeting agenda, compiling information associated with meeting discussion and consideration items.

- Assisting the DDA in structuring any deals or agreements with any potential tenants and/or developers that may be interested in the acquiring property or developing in the DDA Area.

RFQ Schedule

Schedule	Dates & Times
Optional Pre-Submittal Conference and Downtown Visit	10/29/2019 2:00 p.m.
Deadline for submission of questions and clarification requests	11/01/2019 2:00 p.m.
Deadline for submission of Statements of Qualifications	11/12/2019 2:00 p.m.
DDA Board selection of Professional	11/18/2019 Regular Meeting

Qualification Submittal Requirements

Pre-Submittal Conference

A pre-submittal conference will be held on **October 29, 2019 at 2:00 p.m.** at the Springfield City Hall, 130 S. Laurel Street, Springfield, GA, followed by a Downtown visit. At this meeting, the DDA representatives will discuss the scope of work, general contract issues and respond to any general questions from the attendees. The DDA Board and representative will not be available for meetings or to respond to individual inquiries regarding the project scope outside of this conference. This conference is not mandatory however, all interested parties are encouraged to attend.

Questions and Clarification

Any questions that may arise from this invitation shall be submitted in writing to DDA representative, Erin Phillips, City of Springfield, at P.O. Box 1 Springfield, GA 31329 or by email at ephillips@springfieldga.org. Members of the consultant team, their agents, lobbyists, attorneys or any others shall not contact DDA officials or representatives other than the contact person specified regarding this project or process. Any such contact shall be grounds for automatic disqualification. No interpretation or clarification of the meaning of the instructions or scope of services will be made orally. It shall be the respondent's responsibility to seek clarification as early as possible prior to the deadline stipulated above.

Any questions received in compliance with the above schedule shall be answered in writing in a timely manner. Any discussions or documents pertaining to questions asked will be considered non-binding unless incorporated and promulgated in an addendum. Any clarifications and/or supplemental instructions will be posted on the DDA website www.DDASpringfieldGA.com. Respondents should periodically check the website for updates to this RFQ.

RFQ Submittals

It is the sole responsibility of the respondent to assure delivery of the RFQ to the DDA's representative stated above; the DDA cannot accept responsibility for incorrect delivery, regardless of the reason. No RFQ submittals will be accepted after the deadline. RFQ submittals will not be accepted via facsimile or email. It is the responsibility of the respondent to examine the entire request, seek clarification in writing, and review their RFQ for accuracy prior to submittal. Once the deadline has passed, all submittals will be final. The DDA reserves the right to request additional data, information or clarification pertinent to this solicitation after the submittal date, provided that such information is relevant to the evaluation of the consultant's qualifications from any or all members of submitting consultants. However, the DDA shall not be required to request missing information from the submittal which may cause them to be considered non-responsive.

All information submitted in response to this RFQ shall become the property of the DDA, and as such, may be subject to public review as public record. However, all proposals will be held in confidence until award.

RFQ submittals must meet the requirements of this section to be considered. Partial or incomplete responses will not be considered. Respondents are required to follow the format specified in the section below.

Qualifications Submittal Format

The Statement of Qualifications must demonstrate specific expertise in the elements of work described herein. RFQ should be bound with the name of the consultant(s) and the project name visible on the outside cover. To allow the selection committee sufficient time to properly review all documents in their entirety, each proposal shall be limited to 5 pages. The Title Page, Table of Contents, Letter of Transmittal, Section Dividers and Resumes will not count against the page limits.

Statements of Qualifications shall include the following:

SECTION 1 - IDENTIFICATION OF PROPOSER The Proposal shall include the name, office location(s), mailing address, email address and phone numbers for Consultant and Subconsultant staff that are proposed to be involved in the project.

SECTION 2 - PROJECT OVERVIEW AND APPROACH The Proposal shall demonstrate the Consultant's understanding of the Project and include a statement acknowledging the "Project Overview" on Page 1 of this RFQ. The Proposal shall also include a detailed description of the proposed approach to the Project. The description shall include details to implement the tasks described in the Project Overview (Attachment

A). The Consultant is encouraged to provide comments and enhancements to the scope provided in the RFQ. The Proposal shall include a discussion regarding the Project's issues and the Consultant's approach to handling these issues. The Consultant shall also explain how progress updates, memos, workshops, and prospect meetings will be used, working with the framework of the Scope of Services, to achieve consensus in design details. Emphasis should be placed on how the Consultant's approach will promote the Project's success.

SECTION 3 - MANAGEMENT APPROACH The Proposal shall include a discussion regarding the Consultant's management approach, including coordination and monitoring of project tasks, cost, risk, scope, communications, quality, resources, and other management issues that the Consultant feels should be addressed. Emphasis should be placed on how the Consultant's management approach will promote the Project's success.

SECTION 4 - STAFF QUALIFICATIONS Each individual proposed position/responsibility shall be indicated. Special emphasis shall be provided on the individual's backgrounds, qualifications, certifications, experience on related and/or similar projects, and the location from where their work will be performed. The Proposal shall clearly indicate who will be responsible for the project. Consultant or Subconsultant affiliation, and professional licenses or certifications, including discipline and state of licensure, shall be designated for each individual. Full resumes sorted first by consultant, then by last name, shall be included as an appendix to the Proposal. Resumes shall be limited to one (1) page each. If the consultant will not employ staff for this project, the consultant may provide the above-mentioned qualifications in this section for themselves only. Please include references in this section if pertinent.

SECTION 5 - RELATED PROJECT EXPERIENCE The Proposal shall include profiles of three (3) similar projects that the consultant and any proposed team members have worked on in the last four (4) years including project summary, date, description, location, and client reference including phone number. The consultant's role and responsibilities in the project should also be described.

SECTION 6 - PROJECT SCHEDULE The Consultant shall prepare a schedule, showing all major project tasks, milestones, and deliverables required to complete all work.

The Consultant shall be responsible for all required resources to include but not limited to computers, surveys, outside consultants, etc.

Qualifications Submittal Instructions

Submit one (1) bound copy no later than **Thursday, November 12, 2019 at 2:00 p.m. to the attention below:**

City of Springfield
Attn: Erin Phillips
130 S. Laurel Street
Post Office Box 1
Springfield, GA 31329

Qualifications Evaluation and Award

The DDA will review and evaluate proposals based on the following factors:

Qualifications of Consultant and Personnel (25 Points)

- a. Consultant and personnel experience on similar projects.
- b. Joint ventures or associations related to the services requested, as applicable.
- c. Qualifications, experience, and responsibilities of the key project personnel.
- d. Experience and successful project delivery history of the Project Manager responsible for delivery of project scope on similar projects.

Project Approach and Understanding (25 Points)

- a. Suggested approach and understanding of the project.
- b. Innovative suggestions and identifying challenges
- c. Approach to communication with the DDA and the public to facilitate successful delivery of the project within the proposed schedule.
- d. Consultant's description of their experience with and knowledge of all jurisdictional regulations that will be applicable to this project.

Capacity and Capability of Consultant (25 Points)

- a. Consultant's demonstrated ability to meet schedule and budget requirements.
- b. Proposed schedule to perform the work with sufficient detail to understand the timing of the project deliverables.

- c. Present and projected workloads
- d. Potential to effectively replace key personnel, if necessary.

Overall Quality of Proposal (25 Points)

- a. The organization, structure and quality of the proposal will be factored into the scoring criteria.

The evaluation scoring summary is outlined below.

Evaluation Criteria	Maximum Points
Qualifications of Consultant and Personnel	25
Project Approach and Understanding	25
Capacity and Capability of Consultant	25
Overall Quality of Proposal	25

Selection Process

Proposals will be evaluated based on the written response to the criteria listed. After receipt and review of proposals, the DDA may elect to conduct interviews for some or all consultants.

It is anticipated that a contract for the prescribed services will be entered into with the consultant that, in the opinion of the DDA, offers the most favorable combination of qualifications, approach and pricing.

Award of Contract

The DDA anticipates award of this contract on **November 18, 2019**. The DDA reserves the right to add to or delete from the contract after the contract has been awarded.

Attachment A

Project Overview

It is the intention of the DDA that the consultant selected will dedicate approximately 70% of their contract time toward the Walt's building located at 405 N. Laurel St. Once a deal has been reached, or the property is sold then the consultant would then be expected to dedicate 100% of their contract time working toward the economic development of the DDA area.

It is the intention of the DDA that this position would equate to a part time position and should occupy approximately 15 working hours per week. Final working hours and percentages will be negotiated between the successful consultant and the DDA.