REQUEST FOR QUALIFICATIONS

ECONOMIC DEVELOPMENT STUDY, COMMERCIAL MARKET STUDY, AND RESIDENTIAL TARGET MARKET ANALYSIS

Issue Date: June 18, 2021

Proposal Deadline: July 2, 2021 @ 5:00 pm
The Bridgeport Charter Township Downtown Development Authority ("DDA") is requesting statements of qualifications for economic development contracted services to be provided by an individual or firm. Services are to include the creation of an Economic Development Plan, commercial market study, residential target market analysis ("TMA"), and other services as determined by the DDA.

I. **Background:** Bridgeport, population 9,809, is located in Saginaw County just south of the City of Saginaw, west of Frankenmuth. Many of our key redevelopment properties are located within a quarter-mile of freeway access to I-75. Dixie Highway also runs through the community and is undergoing a $4 million rebuild and expansion between I-75 interchange and Junction roads. Located at the corner of Dixie and Junction is Bridgeport’s Rolling Hills business park, including the Bavarian Comfort Care facility; this park requires additional marketing to attract development to its remaining vacant DDA-owned sites. Bridgeport would also like to spur commercial revitalization of the historic community core of the Township, near the intersection of Dixie Highway and State Street. Other key redevelopment sites include the DDA-owned “US Fish and Wildlife land swap” property located south of Tin Lizzy Lane, and the privately owned vacant hotel at 6379 Dixie Highway. Recent commercial development within the township has primarily been existing businesses expansions, such as Amigo Mobility’s 25,000 square foot addition currently under construction. One of our newest major developments is a Love’s Travel Stop/Hardee’s which opened in 2019; a new 13,000 square foot building for McNally Nimergood was also recently completed. Bridgeport has not seen any new residential subdivision or multi-family development in at least 30 years.

As mentioned, Bridgeport has an active DDA. The DDA has undertaken a number of recent vital economic development projects for the community including the rehabilitation of the non-motorized historic State Street Bridge, land acquisition for Trailhead Park, the launch of a façade grant program, and the commitment of $400,000 in matching funds to the Dixie Highway project. Bridgeport is also a member of Saginaw Future, the Birch-Run/Bridgeport Chamber of Commerce, and the Saginaw County Chamber of Commerce. Additionally, Bridgeport is actively pursuing Redevelopment Ready Communities ("RRC") certification, and anticipates that the Michigan Economic Development Corporation ("MEDC") may be involved with this project. Bridgeport has also been selected as one of 10 communities to host a Community Economic Development Association of Michigan ("CEDAM") Fellow for the 2021-2022 cohort.

II. **Objective:** Bridgeport is seeking to develop a township-wide economic development strategy which promotes increased tax base, private investment, and job creation, while retaining existing businesses, and maintaining a high quality of life. With the assistance of a consultant, Bridgeport will develop a strategic economic development strategy, identify areas for growth, create an implementation plan, develop a marketing plan and recruitment efforts, and identify potential funding sources to carry out the plan. The Consultant team will also be responsible for developing a commercial market study and a residential TMA.

Respondents are asked to demonstrate their ability to interpret and implement projects that are in context with Bridgeport’s size, local character, and the above-mentioned areas. Respondents should have the ability to incorporate site design, site planning, and urban design into a plan and recruitment efforts.

The selected consultant will work at the direction of the DDA, in conjunction with the Township Board and staff, and may also meet with and keep apprised Saginaw Future, the Birch-
Run/Bridgeport Chamber of Commerce, the Saginaw County Chamber of Commerce, and MEDC. A key aspect of the strategy should incorporate the implementation of Bridgeport’s recently adopted Public Participation Plan, and the development of a project Steering Committee composed of a diverse group of residents, business owners, non-profits, and other community champions. Respondents are asked to demonstrate prior experience incorporating outreach and engagement strategies.

III. Contents of Submittal: Submittals shall include a complete response to the requirements outlined in this section. Submittals should be a straightforward delineation of the consultant’s capability to satisfy the intent and requirements of this RFQ. An officer authorized to make the submittal should sign the cover letter.

To be deemed responsive for an evaluation, submittals must include the following:

- Cover Letter
  - A cover letter transmitting the submittal expressing interest in providing the above-outlined services and certifying sufficient resources in personnel, equipment and time are available and can be committed to providing these services.

- Experience and Background
  - A statement of the individual or firm’s philosophy, goals, vision statements and/or guiding principles.
  - Summary of key staff who will work directly with Bridgeport including the proposed Project Manager. Summary should include individual experience and qualifications to manage large, complex projects that required interaction with a broad range of interested parties from both the public and private sectors.
  - The names and contact information of public agency references for at least three completed public/private development projects that are comparable to the work envisioned in this RFQ.
  - A description of experience in public/private development projects in structuring and financing public/private development projects.
  - A description of experience in public/private development related to DDAs and TIF districts.
  - A description of experience in developing incentive programs to promote development and revitalization.

- Prior Projects
  - Respondents are requested to highlight similar projects for reference that are similar in nature to the objectives of this RFQ. The description of the projects should include significant challenges faced, project timelines, budgeted vs. expended funds and any awards or recognitions received. Projects highlighted should be within the prior 10 years.
  - Summary of accomplishments in obtaining and identifying funding sources for projects and recruitment efforts providing similar services for communities.
We welcome additional information that will help us understand the capabilities, advantages, and limitations of consultants. This includes financial, technical, and administrative dimensions, as well as any assumptions or expectations regarding staff cooperation and assistance.

**IV. Submittals:** One hard copy and one electronic copy shall be submitted to Adrianna Jordan, Township Manager/DDA Director. Contact information is listed under the “Further Information” section.

**V. Who May Respond:** Bridgeport seeks responses from any individual, firm, or team interested in providing economic development consulting services. Respondents should be able to demonstrate applicable experience. Responses will be considered non-binding.

**VI. Selection Criteria & Process:** Proposals will be evaluated based on the experience and qualifications of the consultant, responsiveness to the objective, submittal contents, and references. Finalists may be invited to provide additional information beyond the scope of what’s detailed in this RFQ.

**VII. Expected Timeline:**
- June 18 – RFQ distributed and posted
- July 2 – Responses due by 5:00 p.m.
- July 6 – Staff Review of Qualification Statements
- July 12 – Consultant Interviews (if greater than two respondents)
- July 13 – Selection of Consultant
- July 19 – Consultant’s full project scope and budget due to DDA
- July 21 – Consultant’s materials will be sent to MEDC for their review
- July – August – Contract negotiated and reviewed with staff
- August 11 – Final approval of contract by DDA and project kick-off

**VIII. Expected Project Deliverables:**

The Commercial Market Study must contain the following elements:
- Executive Summary
- Study area description and background
- Stakeholder involvement
- Lifestyle segmentation of customers (ESRI Tapestry, Experian Mosaic, or similar)
- Key industries and business clusters
- Insight into the competitive advantages of key industries/business clusters.
- Assessment of Township’s needs and wants
- Market and retail leakage gaps and surpluses
- Impediments to new commercial development
- Findings and conclusion

The Residential TMA must contain the following elements:
- Executive Summary
- Summary of essential background information including:
  - Population, households, percent of owners and renters
  - Map showing the locations of rental projects
  - Market rental rates
Amenities on offer from existing rental projects
- Vacancy rates for existing rental projects
- Map showing recent sales of “for sale” housing
- Area prices for “for sale” housing
- Amenities on offer from existing “for sale” housing

- Stakeholder involvement
- Target Market Analysis
  - Commuting patterns and modal split
  - Lifestyle segmentation of likely renters and buyers (ESRI Tapestry, Experian Mosaic, or similar)
  - Migration patterns and relationship with size of target market
  - Gap Analysis

- Type/number of new housing units that can be supported including:
  - Location
  - Amenities
  - Design
  - Absorption rates
  - Market price

- Type/number of rehabilitated housing units that can be supported
- Impediments to new residential development
- Findings and conclusion

The Economic Development Strategy must contain the following elements:

- Executive Summary
- Summary of essential background information including:
  - Population
  - Workforce
  - Tax base
  - Regional issues
  - Transportation networks, walkability, and public transit
  - Market-study based data and insight (majority of data will be captured from the commercial market study and residential TMA), and
  - Summary of challenges

- Summary of Public Participation efforts:
  - Steering Committee and Consultant must utilize Township’s newly adopted Public Participation Plan, and, at a minimum, hold at least one economic development planning event.
  - Consultant must summarize community feedback on community’s future vision, goals, assets, and key redevelopment site opportunities.

- Economic development framework including:
  - Overall community vision
  - Goals, objectives, and actions
  - List of proposed major local economic development projects divided in three groups:
    - Capital Improvements
    - Community development/placemaking
    - Regulations and procedures
- Identify / reaffirm Township’s priority redevelopment sites
- Description of economic development grant opportunities, low-interest loans, and other funding sources
- Six-year strategic Township-wide implementation matrix
- Findings and conclusion

The Commercial Market Analysis, Residential TMA, and Economic Development Strategic Plan will all require draft, public review, and final versions. The Consultant will be expected to present the public review versions of these documents to the DDA and Township Board, for public feedback.

IX. Insurance: The firm or individual awarded the contract shall take out and maintain insurance during the life of the contract, such as Professional Liability and Public Liability; insurance to protect the firm or individual covered by the contract from claims for damages for personal injury, including accidental death, as well as from claims for property damage.

X. Conditions and Reservations: The DDA expects to select one or more firms to carry out the objectives of this RFQ. The DDA also reserves the right to reject any or all responses to this RFQ, to advertise for new RFQ responses, or accept any RFQ response deemed to be in the best interest of Bridgeport.

A response to this RFQ should not be construed as a contract, nor indicate commitment of any kind. The RFQ does not commit the DDA to pay for costs incurred in the submission of a response to the RFQ or for any cost incurred prior to execution of a final contract. No recommendations or conclusions from this RFQ process concerning you or your firm shall constitute a right (property or otherwise) under the Constitution of the United States or under the Constitution, case law, or statutory law of Michigan, neither binding contract, obligation to negotiate, or any other obligation shall be created on the part of the DDA unless the DDA and you or your firm execute a contract.

If firms are considering subcontracting portions of the engagement to other firms the names of the proposed subcontracting firms must be clearly identified in the proposal. Following the award of the contract, no additional subcontracting will be allowed without the express prior written consent of the DDA.

Further Information: Bridgeport welcomes written questions and requests for clarification about this RFQ. All questions will be summarized and answered via e-mail to all RFQ participants to ensure fairness. It is the Township's intent to respond to all appropriate questions and concerns; however, the Township reserves the right to decline a response to any question. Please submit all questions and requests in writing to:

Adrianna Jordan, AICP, Township Manager/DDA Director
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