



SAMPLE

SAMPLE REQUEST FOR PROPOSAL (RFP)

REQUEST FOR PROPOSAL

MARKET STUDY/COMMERCIAL REVITALIZATION STRATEGY

The [name of organization] invites the submission of proposals for the preparation of a market study and an evaluation of various commercial revitalization strategies [specific street boundaries of commercial corridor or district].

The objectives of this study are to:

- determine the most appropriate commercial revitalization strategy for [name of commercial corridor or district];
- encourage the development of unused or misused spaces;
- reinforce commercial activity;
- expand the variety of goods and services in the market area;
- increase the general safety; and
- improve the economic viability of the commercial district.

[Name of organization] seeks to implement the most appropriate recommendations in order to achieve these objectives.

Scope of Services

Market Analysis

1. Analyze the trade area and provide a demographic description. A car ownership survey of the adjoining residential population should be included. A shopper survey of not fewer than 200 respondents should be made from the surrounding community and from shoppers on the street; it should address all relevant issues of the market analysis and the commercial revitalization strategy. A pedestrian and automobile traffic count should be done at three intervals: during the week at noon; during the week from 4:00 PM to 6:00 PM; and during the weekend from 3:00 PM to 4:00 PM.
2. Identify and describe the trade area's consumer profile.
3. Identify and determine the impact of competing commercial districts in the trade area by determining where neighborhood residents currently purchase services, convenience, and comparison goods.
4. Determine and analyze the demand for consumer products and services within the trade area.
5. Determine and evaluate the current number and mix of retail and service establishments on the existing commercial street.
6. Identify the ownership of all properties fronting on [name of commercial corridor or district]. Ownership should be divided into the following categories: 1) owners who reside in the building; 2) owners who maintain stores or businesses in the building; 3) owners who reside and maintain businesses in the building; and 4) owners who neither reside nor maintain businesses in the building.
7. Determine the current commercial vacancy rate and identify leasable vacancies together with data needed to market the space (i.e., ownership or contact person, gross/net square footage, number of floors, rent per square foot, and other pertinent information). Include the address and telephone number of the owner or the owner's representative.

Commercial Revitalization Strategy

1. Identify the strengths and weaknesses of the existing commercial corridor through an analysis of the following:
 - Existing land use and zoning districts. A land use map should be included.
 - Projected housing and commercial/non commercial development in the area (such as "ABC" Plaza Housing, the "XYZ" project, and the "1-2-3" project). A projected timetable and scope, including projected retail and office space, number of housing units, etc., should be included.
 - Public infrastructure improvements, in progress and proposed
 - Current and potential private investments
 - Transportation systems, pedestrian traffic and thoroughfare nature of vehicular traffic. An analysis of parking conditions should be conducted.
 - Conformity of store hours of operation
 - Crime and/or the perception of crime
 - Sanitation issues
 - Other development-related issues
2. Determine the potential trade area for the commercial corridor and provide a demographic description.
3. Determine the potential number, type, and mix of retail and services establishments that could locate in the trade area. Recommend specific businesses (including chains and franchises) that would be appropriate for the trade area. A mailing list should be provided.
4. Recommend specific strategies for the development of the commercial corridor consistent with the data provided from the completion of the preceding tasks.
5. Recommend appropriate media, in addition to brochures, for marketing and promoting the commercial strip (e.g. slides, posters, fairs, seasonal lighting, etc.,)
6. Recommend public improvements which could strengthen the commercial corridor.

Publications

1. Prepare 50 copies of the market study/commercial revitalization strategy.

Contents of Proposal

1. A summary of the work and methodology which will be undertaken to accomplish each part of the scope of services

2. A proposed timetable and phasing. The final draft of the market study/revitalization strategy should be ready no later than [date]. Delivery of the final documents should occur no later than [date].
3. A proposed payments schedule.
4. A list of previous work completed by the consultant and which is similar to that described in the scope of services. A consideration in the selection of the consultant will be a demonstration of successful results achieved from strategies recommended by the consultant in previous studies.
5. A list of key personnel, their resumes, and a description of their relevant experience.

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