



**REQUEST FOR PROPOSAL**

**Virginia's Growth Alliance**

**RFP #2017-001**

**Retail Development Services**

**ISSUE DATE:  
May 19, 2017**

**CLOSING LOCATION:  
Virginia's Growth Alliance  
ATTN: Jeff Reed  
200 Heartland Drive  
Keysville, VA 23947**

**SUBMISSION DEADLINE DATE AND TIME:  
June 6, 2017 at 11:00am**

Six (6) copies of the proposal must be presented by 11:00AM (LT) ON OR BEFORE June 6, 2017.  
(Please show RFP # on the lower left corner of package.)

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434.265.2382

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200 Heartland Drive  
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## **SECTION I INTRODUCTION AND BACKGROUND PURPOSE OF THE REQUEST FOR PROPOSAL**

Virginia's Growth Alliance (VGA) is the regional economic development marketing organization for the counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Greensville, Lunenburg, Mecklenburg, Nottoway, and Prince Edward, and the city of Emporia and covers approximately 4,400 square miles.

Strategically located midway between the Richmond and Raleigh/Durham metropolitan areas, and a short two hours from the Port of Hampton Roads. An excellent transportation network that includes Interstates 95 and 85, along with four-lane US Highways 460, 360, and 58, provide convenient one-day access to most East Coast and Mid-West markets.

Various communities throughout the region serve as retail hubs for the greater region. VGA requires capable and competent Retail Development Services plans to strengthen existing retail hubs, identify new opportunities, capture outflowing purchases, and to fill identifies market gaps.

VGA will evaluate and select a Retail Development Services vendor to assume the support of its Economic Development needs. The selected Vendor shall be required to sign an agreement which VGA determines to be fair, competitive, and reasonable.

### **Preferred Qualifications:**

To be eligible to respond to this Solicitation, the Vendor must demonstrate that it has sufficient qualifications, resources and experience to provide the services under this solicitation. Any respondent that fails to meet all or part the following minimum qualification requirements may be noted as "NON-RESPONSIVE". Those qualifications are as follows:

- Vendor shall have a minimum of 3 years' experience in retail recruitment.
- Vendor must be able to demonstrate active participation in International Council of Shopping Centers.
- Vendors must use mobile data as part of their business model.
- Vendor must demonstrate experience in data collection, reporting and identifying opportunities for the expansion and attraction of new retail sales operations in the throughout VGA.



- Vendor must demonstrate experience beyond data collection and into relationship and connections with retail operators.
- Vendor must provide at least 3 references of clients to which similar services have been provided in the last 2 years.
- Vendor must have at least 8 members of staff with a current Real Estate License.
- Vendor must have, at minimum, 15 staff members.
- Vendor must have the ability to create publicly accessible web platforms.
- Vendor must provide solutions/options for varying types of communities.
- Vendor will provide recommendation based on the VGA “Regional Downtown Development Strategy.”
- Vendor will provide recommendations on how to best incorporate “Shop Local VGA” initiative into the overall strategy.

VGA is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by VGA.

## **SECTION II GUIDELINES FOR PROPOSAL PREPARATION**

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to VGA in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

VGA reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor,
- Accept other than the lowest priced offer if certain factors are met that prove to be advantageous to the VGA.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and

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Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for VGA's evaluation of the Vendor's proposal.

In order to address the needs of this procurement, VGA encourages Vendors to work cooperatively in presenting integrated solutions, if necessary or desirable. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery being provided under this RFP. VGA will recognize the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified and relationships are fully disclosed, **and**
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between VGA and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach, Timeline and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Pricing
6. Appendix: References
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined herein.

### SECTION III INSTRUCTIONS

- 3.1 It is the sole responsibility of the **Vendor** to assure that it has received the entire Request for Proposal.
- 3.2 Vendors will be notified in writing of any change(s) in the specifications contained in this RFP.

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- 3.3 No verbal or written information which is obtained other than through this RFP or its agenda shall be binding on the VGA. No member of the VGA is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained or amended to this written RFP document.
- 3.4 **Right of Rejection and Clarification:** VGA reserves the right to reject any and all proposals and to request clarification of information from any Vendor. The VGA is not obligated to enter into a contract on the basis of any proposal submitted in response to this document.
- 3.5 **Request for Additional Information:** Prior to the final selection, Vendors may be required to submit additional information which the VGA may deem necessary to further evaluate the Vendor's qualifications.
- 3.6 **Denial of Reimbursement:** The VGA will not reimburse Vendors for any costs associated with the preparation and submittal of any proposal, or for any travel and/or Diem costs that are incurred.
- 3.7 **Gratuity Prohibition:** Vendors shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the VGA for the purpose of influencing consideration of this proposal.
- 3.8 **Right of Negotiation:** The VGA reserves the right to negotiate with the selected Vendor the exact terms and conditions of the contract.
- 3.9 **Right of Rejection of Lowest Fee Proposal:** The VGA is under no obligation to award the project to the Vendor offering the lowest fee proposal. Evaluation criteria included in this document shall be used in evaluating proposals.
- 3.10 **Exceptions to the RFP:** Vendors may find instances where they must take exception with certain requirements or specifications of the RFP. All exceptions shall be clearly identified, and written explanations shall include the scope of the exceptions, the ramifications of the exceptions for the VGA, and a description of the advantage to be gained or disadvantages to be incurred by the VGA as a result of those exceptions.
- 3.11 **Indemnification:** Vendor, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold

harmless the VGA, its membership, their employees, and agents, from any liability of any nature or kind in regard to the delivery of these services.

- 3.12 **Certificate of Insurance:** Vendor will be required to provide proof of insurance, including professional liability and workers' compensation evidencing that the contractor has a workers' compensation insurance policy in force.
- 3.13 **Rights to Submitted Material:** All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts, and other documentation submitted by Vendors shall become the property of the VGA when received.
- 3.14 **Copies:** An original and six copies of the proposal and supporting documents must be submitted in response to the RFP.
- 3.15 **Contacts:** Vendors must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are contained in this package. Questions regarding this request for proposal should be directed to:

Jeff Reed , Executive Director  
434-200-8065  
E-mail: [jeff@vagrowth.com](mailto:jeff@vagrowth.com)

- 3.16 **Contract:** The contract between the VGA and the contractor shall consist of (1) the Request for Proposal (RFP) and any amendments thereto, and (2) the proposal submitted by the contractor in response to the RFP. In the event of a conflict in language between the two documents referenced above, the provisions and requirements set forth and/or referenced in the RFP shall govern. However, the VGA reserves the right to clarify any contractual relationship in writing with the concurrence of the contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the contractors proposal. In all other matters not affected by the written clarifications, if any, the RFP shall govern. The contract shall include the language required in public contracts by the Virginia Public Procurement Act, including that related to non-discrimination, drug-free workplace, hiring of illegal aliens, and payment of subcontractors.
- 3.17 **Term of Contract and Termination of Contract:** **This contract shall be for a period of one year, subject to earlier termination as provided herein.** The VGA may terminate the contract at any time for breach of contractual obligations by providing the consultant with a written notice of such cancellation or with 30 days notice for any reason. Should the VGA exercise its right to cancel



the contract for such reasons, the cancellations shall become effective on the date as specified in the notice of cancellation sent to the contractor.

- 3.18 **Notice of Award:** Notice of award will be posted on the VGA's website at [www.vagrowth.com](http://www.vagrowth.com)
- 3.19 **Public Viewing:** RFP is posted for public viewing on VGA's website at [www.vagrowth.com](http://www.vagrowth.com)
- 3.20 **Requests for RFP:** Requests for RFP will be issued by email or download from website at [www.vagrowth.com](http://www.vagrowth.com) . A hard copy will be supplied upon request.

## SECTION IV DETAILED RESPONNS REQUIREMENTS

### EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

### SCOPE AND APPROACH

Include detailed information and technical expertise by phase. This section should include a description of each major type of work being requested of the Vendor. The proposal should reflect each of the requirements listed in the Scope of Work Section of this RFP.

### DELIVERABLES

Include descriptions of the types of reports used to summarize and provide detailed information on security risk, vulnerabilities, and the necessary countermeasures and recommended corrective actions. Include sample reports as attachments to the proposal to provide an example of the types of reports that will be provided for this engagement.

### PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence. Briefly describe how the engagement proceeds from beginning to end.

## **DETAILED AND ITEMIZED PRICING**

Include a fee breakdown by scope of work item and any projected expenses.

## **APPENDIX: REFERENCES**

Provide three current corporate references for which you have performed similar work. Work for municipal corporations should be identified.

## **APPENDIX: PROJECT TEAM STAFFING**

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members. Describe bonding process and coverage levels of employees. Affirm that no employees working on the engagement have ever been convicted of a felony.

## **APPENDIX: COMPANY OVERVIEW**

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established and number of years your company has been offering Information Security Testing.

## **SECTION V SCOPE OF WORK**

The VGA is seeking retail services to attract desired retail and restaurants to the region. The VGA will work closely with the vendor to enhance business retention, identify VGA's strengths and weakness and leverage those into a retailer's decision to locate inside the region. The vendor will serve as an extension to the staff and the vendor's sole focus will be one of turning VGA's data and community story into an attractive home for new retail and restaurants.

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### 1) Minimum Requirements -

- a. The vendor must stay in regular contact with Executive Director for this project.
- b. Vendor must provide the VGA a publicly accessible web platform where Regional information (research/analytics/real estate) can be found.

## **SECTION VI EVALUATION FACTORS FOR AWARD AND PROCEDURE**

### **CRITERIA**

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills VGA's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high-quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

The VGA may at any time, at its discretion and without explanation to the prospective Vendors, choose to discontinue this RFP without obligation to such prospective Vendors.

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**PROCEDURE**

Following the receipt of proposals, the VGA may select two or more offerors deemed to be fully qualified and best suited among those submitting proposals, on the bases of the above criteria. Negotiations shall then be conducted with each of the offerors so selected. After negotiations have been conducted with each so selected, the VGA shall select the offeror which, in its opinion, has made the best proposal and provides the best value, and shall award the contract to that offeror. Notice of the decision to award, or intent to award, will be posted on the VGA website.

**SECTION VII  
RETAIL DEVELOPMENT SERVICES PROPOSAL**

I have read and understood the requirements set forth in this **RFP #2017.001** and agree to therewith.

**SUBMITTED BY:** \_\_\_\_\_

**VENDOR:** \_\_\_\_\_

**SIGNED:** \_\_\_\_\_

**NAME (PRINT):** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/STATE:** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**TELEPHONE:** (    ) \_\_\_\_\_ **FAX:** (    ) \_\_\_\_\_