



Memo

To: Mayor and Council
From: Jim Chandler, Assistant City Administrator and Director of Com. & Econ. Development
Kate Powers, City Planner
Date: May 5, 2021
Re: Request for Proposal (RFP) Solicitation - *Business Retention & Expansion Strategy*,
Staff Recommendation of Bid Selection

The purpose of this memorandum is to provide the Interim Mayor and City Council with a briefing on the Business Retention & Expansion Strategy RFP Solicitation, bids received, and Staff's recommendation of bid selection.

RFP Solicitation

The City has allocated \$30,000 towards a Business Retention & Expansion (BR&E) Strategy as part of the FY2021 budget. With the help of a consulting firm, the City intends to develop a Business Retention & Expansion (BRE) Strategy which (1) develops a toolkit of policies and programming intended to retain our current small and locally owned businesses, (2) creates a strategy for servicing businesses needing to expand their facilities and/or marketplace and (3) creates opportunities for business recovery through short-term and long-term resiliency.

On February 24, 2021, the City issued a solicitation for bids from interested and experienced economic development consulting firms to assist the City in the development of a comprehensive business retention and expansion strategy. The bid application required the applicants provide a proposal clearly divided into sections including a Technical Section with project methodology and work samples, as well as a separate Sealed Dollar Bid Section.

Bids Received – Application Review & Analysis

The City received a total of six (6) proposals submitted, five (5) of which met the minimum requirements of the RFP solicitation and were accepted for review by the City. Copies of each application and materials were distributed to City Staff consisting of the following individuals:

- Jim Chandler, Asst. City Administrator, Director of Community & Economic Development
- Kate Powers, City Planner
- Amy Boyd, Community & Economic Development Coordinator

Members were asked to review and evaluate the applications independently prior to meeting as a group. Each member of the Review Panel was asked to evaluate the applications based on the following criteria:

- Completeness of Grant Application
- Company Background, Work Samples, & References
- Effectiveness and Quality of Methodology
- Relevant Experience & Knowledge of Subject Matter
- Scope of Work & Project Hours by Activity

Each of the consulting firms provided a proposal for the development of a Business Retention & Expansion Strategy and a sealed bid at or under \$30,000. Two of the firms are local (And Access and The Riddle Company). Two of the firms are located elsewhere in the United States (Edeveco and Thomas P. Miller and Associates). One firm is located in Canada (MDB Insight). See summary below.

Name	Location	Year Founded	Work Hours	Price Proposal	Status
And Access, Inc.	Washington, D.C.	2019	136	\$29,490	Accepted
Edeveco Relations & Development	Craig, CO	2014	235	\$29,725	Accepted
MDB Insight, Inc.	Kingston, Ontario	2007	80	\$26,980	Accepted
People Rocket	San Francisco, CA	2010	Fixed Price	\$20,000 - \$77,000	Rejected
The Riddle Company, LLC	Washington, D.C.	1991	253.6	\$30,000	Accepted
Thomas P. Miller & Associates, LLC	Indianapolis, IN	1989	213	\$29,650	Accepted

The evaluations were completed on April 27, 2021. Staff discussed their evaluations of each bid application and the feedback provided by references for select firms. Staff completed a reference check and work product review for the top 3 firms. The reference checks included quality of work product, experience working with the firm, methodology and the responsiveness/engagement of the local business community.

At the conclusion of the due diligence review, Staff interviewed the project team of **And Access, Inc.**, the firm determined to best meet all the requirements of the solicitation.

Award Recommendation

Based on local knowledge, quality of proposal, and endorsement by references, City Staff is recommending the City Council accept *And Access, Inc.*'s bid of \$29,490 for the City's solicited BR&E Strategy.

The tentative contract execution date for this project is May 19, 2021 and the completion date of work shall be no later than October 31, 2021.

Staff is requesting that this item be scheduled for discussion on May 17, 2021 and consideration that this item be approved at the same meeting, provided the Interim Mayor and Council are satisfied with the proposed recommendations. Staff plans to unveil the contract award at the City's Spring Business Roundtable on May 25.

Action Item

Staff is recommending the Council's consideration of the following motion:

"I move that the Interim Mayor and Council accept the proposal submitted by *And Access, Inc.*, 16th Street, 2480 16th Street, NW, Washington DC 20009, for the purpose of assisting the City in the development of a Business Retention and Expansion Strategy and authorize the City Administrator to execute a contract for services, not to exceed \$30,000."