

TOWNS OF BOLTON, COVENTRY, MANSFIELD, TOLLAND

CONNECTICUT

REQUEST FOR PROPOSALS

Economic Development Consulting Services

April, 2019

TOWNS OF BOLTON, COVENTRY, MANSFIELD, TOLLAND, CONNECTICUT

LEGAL NOTICE

REQUEST FOR PROPOSALS

ECONOMIC DEVELOPMENT CONSULTING SERVICES

The Towns of Bolton, Coventry, Mansfield, and Tolland are requesting proposals from qualified individuals or firms to provide economic development consulting services to prepare a regional economic development action plan for the participating Towns.

Copies of the Request for Proposal may be obtained from the Office of the Coventry Town Manager beginning on **April 12, 2019**, or by calling the office at 860-742-6324 or by downloading this document from www.coventryct.org. The proposal deadline is **May 6, 2019 11:00 am EST**.

The participating Towns will review all proposals and final selection will be based on an evaluation and analysis by Town staff representing the participating Towns based upon the information and materials required under this RFP. The contract will be awarded to the individual or firm who best meets the minimum evaluation criteria, submits the required documents, has the demonstrated experience and resources to fulfill the contract and best meets the comparative criteria. The Towns reserve the right to waive minor omissions and informalities or reject any and all bids if it is in the best interest of the Town to do so.

The Towns of Bolton, Coventry, Mansfield and Tolland are Equal Opportunity Employers and support Women and Minority Owned Business Enterprises.

John Elsesser
Coventry Town Manager
1712 Main Street
Coventry, CT 06238
860-742-6324

1. INTRODUCTION

The Towns of Bolton, Coventry, Mansfield, and Tolland, Connecticut seek proposals from qualified individuals or firms to prepare a regional economic development action plan involving the participating Towns. The successful individual or firm will work closely with the Town staff (representing each of the communities) in the administration and completion of contract duties and responsibilities.

The Towns are not seeking additional market studies as part of this regional initiative. Rather, the Towns are looking for an action plan that identifies which initiatives can best be achieved through regional cooperation, additional tasks to undertake together with the other Towns in order to achieve the region's and individual Town goals, and how to accomplish these actions in light of the member Town's staffing/organizational capacity. The Towns also seek to understand, develop, and capitalize on a regional "brand" and/or identity. The aforementioned elements would serve to create an action plan for the individual Towns and region as well.

Please note that this Request for Proposals is intended to facilitate the implementation of strategies and furthering of the plans already developed or being developed through a variety of economic development projects that have occurred involving the participating Towns. These reference documents can be found via the following links:

BOLTON:

1. Town POCD: https://bolton.govoffice.com/vertical/sites/%7B30EEBA3C-BE1C-42AE-911F-0E304A672785%7D/uploads/2015_Bolton_Plan_of_Conservation_and_Development_-_Effective_November_26_2015.pdf
2. Link to regulations or special studies: https://bolton.govoffice.com/index.asp?SEC=52471DBD-C69C-4D4D-B238-D5F11878D597&DE=5BFBD693-0985-463F-9A9F-D0FDA63C1133&Type=B_BASIC
3. Link to the Bolton Economic Development Commission's page on the Town website: https://bolton.govoffice.com/index.asp?SEC=2E1B8204-2FEE-4649-B0C9-ACA5325DFB6C&Type=B_BASIC

COVENTRY:

1. Town POCD https://ct-coventry2.civicplus.com/DocumentCenter/View/1892/POCD-11-5-09_PDF-Redo?bidId=
2. Town marketing information <https://ct-coventry2.civicplus.com/DocumentCenter/View/106/marketing?bidId=>
3. Additional Town marketing information <https://ct-coventry2.civicplus.com/DocumentCenter/View/1558/Coventrys-History-Can-Be-Your-Future-Brochure?bidId=>
4. Coventry Farmers' Market <https://www.coventryfarmersmarket.org/>
5. Cultural Arts Strategic Plan <https://ct-coventry2.civicplus.com/DocumentCenter/View/1765/Strategic-Cultural-Arts-Plan-May-2016?bidId=>
6. EDC members – background information <https://www.coventryct.org/DocumentCenter/View/1539/EDC-Members-Brochure-03-04-2016?bidId=>
7. ESRI leakage data <https://www.coventryct.org/534/EDC-Consulting-RFP-Documents>
8. Coventry Village Plan of Preservation and Development <https://www.coventryct.org/534/EDC-Consulting-RFP-Documents>
9. Bolton/Coventry Gateway Node Development Plans <https://www.coventryct.org/534/EDC-Consulting-RFP-Documents>

MANSFIELD:

1. Town POCD http://www.mansfieldct.gov/filestorage/1904/1932/2043/mansfield_tomorrow_pocd.pdf
2. The Town's new Positioning & Marketing Development Plan which is http://mansfieldct.gov/filestorage/1904/1930/Mansfield_PositioningMarketingDevelopmentPlan_DKA_FINAL_120518TC.pdf
3. Town's economic development page <http://www.mansfieldct.gov/content/5168/41671/default.aspx>

4. Downtown Storrs website <https://www.downtownstorrs.org/>

TOLLAND:

1. General information on Tolland Economic Development Commission (<https://www.tolland.org/economic-development-commission-edc>)
2. Town POCD (<https://www.tolland.org/planning-development/pages/2019-plan-conservation-development-update>)
3. Background on Tolland Technology Zone (<https://www.tolland.org/planning-development/pages/tolland-technology-zone>)

REGION:

1. Capitol Region Council of Governments Regional Plan of Conservation and Development - Regional Plan of Conservation and Development <https://crcog.org/2016/05/regional-plan-of-conservation-and-development/>
2. Eastern Gateways Study <http://www.cteasterngateways.com/>
3. Route 6 Regional Economic Development Council <https://www.coventryct.org/427/Rt-6-Regional-Economic-Development-Counc>
4. Capitol Region Council of Governments – Comprehensive Economic Development Study: <https://crcog.org/2016/04/metrohartford-comprehensive-economic-development-strategy-and-appendices-2012/>

Sealed written proposals for Economic Development Consulting Services will be received at the Office of the Town Manager until **May 6, 2019 11:00 am EST** addressed to:

John Elsesser
Coventry Town Manager
1712 Main Street
Coventry, CT 06238
860-742-6324

Each envelope shall contain two (2) sealed envelopes; one (1) for the price proposal and the other for all other material. The second envelope should not contain any reference to the proposal price. An electronic submission without the price shall also be submitted.

5. SCOPE/PLAN OF SERVICES

The individual or firm shall provide a fee for the consulting services that is between a minimum of \$20,000.00 to a maximum of \$30,000.00. The individual or firm may submit 'add-alternates' which describes fees that can be considered within the range described above. The Town of Mansfield's financial obligation is subject to Mansfield budget approval.

The selected individual or firm will fulfill the following Scope/Plan of Services for an economic development action plan that does not recreate or summarize the work that has been accomplished previously, but instead, synthesize the prior studies and work to create an action plan and include new strategies for the Towns through:

- Focus on specific implementation strategies for increasing economic development in the communities
- Attend meetings with businesses, residents, property owners, organizations, Town officials and other relevant stakeholders
- Identify funding opportunities to secure grants to facilitate the action plan
- Identify pro-bono and/or cross promotional marketing support opportunities
- Identify methods to leverage the growth and presence of the University of Connecticut
- Identify methods on how the participating Towns can work cooperatively, create partnerships with existing or new stakeholders to generate economic vitality in the participating Towns and the region
- Focus on outdoor recreation – tourism support
- Focus on agri-tourism support
- Focus on cultural arts support
- Focus on other themes not previously identified by the Towns

- Create brand, identity, visibility
- Capitalize on and leverage the economic development studies and plans that have been prepared previously
- Possible implementation of strategies dependent upon budget and experience demonstrated

The successful individual or firm shall demonstrate experience as evidenced by prior successful projects/assignments to meet or exceed the Scope/Plan of Services above.

6. ADDITIONAL REQUIREMENTS

Total price shall be a lump sum, invoiced no more frequently than monthly, and shall be all-inclusive of travel, printing, telephone and any other outside expense. A separate hourly rate shall also be provided should the Town desire additional services beyond the contract. The Town of Mansfield’s financial obligation is subject to Mansfield budget approval.

- 6.1. The successful individual or firm will indemnify the Towns of Bolton, Coventry, Mansfield and Tolland at the time of contract execution against any and all losses.
- 6.2. The Contractor shall be responsible to the Towns or any third party for any property damage or bodily injury caused by it, any of its subcontractors, employees or agents in the performance of, or as a result of, the work under this Agreement. The Contractor and any subcontractors used hereby certify that they are insured for worker’s compensation, property damage, personal and product liability. The Contractor and any subcontractor it uses shall purchase, furnish copies of, and maintain in full force and effect insurance policies in the amounts here indicated or unless otherwise approved by the Towns.

General Liability

Bodily Injury Liability:	\$1,000,000 per occurrence
Property Damage Liability	\$1,000,000 per occurrence
General Aggregate	\$2,000,000 per occurrence

Automobile Liability (such coverage shall also include hired and non-owned automobile coverage)

Bodily Injury Liability:	\$1,000,000 per occurrence
--------------------------	----------------------------

Property Damage Liability \$1,000,000 per occurrence
(or combined single limit) \$1,000,000 per occurrence

Workers' Compensation Insurance as required by law

Coverage for all employees in accordance with Connecticut General Laws

Prior to commencement of any work under any Agreement, the Contractor shall provide the Towns with Certificates of Insurance which include the Towns as an additional named insured and which include a thirty (30) day notice of cancellation to the Towns.

The successful individual or firm will be required to execute a contract with the Town of Coventry on behalf of the four Towns for the proposed services.

7. TIMELINE

- 7.1. The successful individual or firm must be ready to commence project work within thirty (30) calendar days of the contract award. While it is the Towns' expectation to begin project work as soon as possible within the thirty (30) days, the Towns reserve the right to extend the project start date within reason due to unforeseen circumstances.
- 7.2. The project shall be successfully completed within (9) months from the date of the execution of the contract between the Towns and consultant, unless the Towns request an extension of time.

8. PROPOSAL CONTENT AND SUBMISSION REQUIREMENTS

- 8.1. Sealed, written proposals for Economic Development Consulting Services will be received until, May 6, 2019 11:00 am EST and sent to the individual below.

John Elsesser
Coventry Town Manager
1712 Main Street
Coventry, CT 06238
860-742-6324

- 8.2. The Towns reserve the right to reject any or all proposals in whole or in part or waive minor informalities or omissions, to make the award deemed to be in the best interests of the Towns.

8.3. Proposals that are incomplete, not properly endorsed or signed, or which are contrary to the instructions provided in this Request for Proposals may be rejected.

8.4. The Towns of Bolton, Coventry, Mansfield, Tolland do not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, or handicapped status in its employment practices or procurement of good and services.

8.4.1. The contract will be awarded to the individual or firm who meets the minimum evaluation criteria, submits the required documents, has the demonstrated experience and resources to fulfill the contract and best meets the comparative evaluation criteria.

8.4.2. The individual or firm shall indicate who the lead staff on the project will be and this person shall attend the selection interview.

8.5. The proposals will be evaluated based upon the following:

- Experience with this type of project and process.
- Professional and educational experience of personnel assigned to the project.
- Approach to accomplishing the requested services.
- Ability to perform the required work within the project period.
- Relevance, brevity and overall quality of the submittal.
- Fees / rates / cost assignment.
- Selection interview

9. QUESTIONS AND INQUIRIES

9.1. Inquiries concerning any or all parts of this proposal must be submitted to the person named below at least seven (7) days prior to the date the proposals are due but no later. Send inquiries to:

Eric M. Trott
Coventry Director of Planning and Development
1712 Main Street
Coventry, CT 06238
860-742-4062
etrott@coventryct.org