



Request for Proposals FOR MARKETING STRATEGY

Date Issued: October 28, 2016

1. Introduction

The City of Hardeeville, South Carolina is soliciting proposals from qualified firms/individuals with extensive experience and knowledge of business recruitment for small communities. The selected respondent will be tasked with developing a comprehensive and innovative marketing strategy that maximizes the retail and restaurant potential for the City as well as provides business retention tools and an analytic portal to customize reports. The strategy should be easily expandable to incorporate additional economic development and tourism activities.

The City of Hardeeville has grown quickly in population in recent years. With an increase of approximately 79% between 2010-2015, Hardeeville has been the fastest growing municipality in South Carolina in population for the last few years. The City's current population is over 5,300 residents and growing. The large majority of this growth can be attributed to active adult communities along the Highway 278 corridor. These include Sun City, a Pulte/Del Webb community, that has over 15,000 residents in the City of Hardeeville and unincorporated Beaufort County. There is a high demand for restaurants, commercial services, jobs, and housing due to the recent population growth.

In addition, neighboring towns and counties are also experiencing high rates of population growth. Beaufort County's population grew nearly 11% from 2010 to 2015 and the Town of Bluffton, located in Beaufort County, grew 25% during that same timeframe. Nearby Chatham County, located just over the state line in Georgia, grew 8% between 2010 and 2015. The City of Pooler, located in Chatham County, grew 21% during the same time.

Hardeeville is located along Interstate 95 (I-95) with 2 interchanges in our City limits for US Highway 17 to Savannah and US Highway 278 to Hilton Head. South Carolina Department of Transportation 2015 traffic counts for I-95 between these two interchanges is 54,700 average daily trips. At Exit 8(US 278) heading east towards Hilton Head Island is an average of 27,000 trips per day. These numbers are steadily increasing each year and offer a vast market for the City.

All qualified firms are invited to submit their Request for Proposal (RFP). All RFP's must comply with the requirements specified in this RFP.

The selected respondent will serve as the City's marketing agency to promote and encourage prosperous development of Hardeeville's business base. The required promotions range from regional to national in scope. The successful respondent will work in conjunction with City staff

to conduct a marketing program to attract potential manufacturing businesses, professional firms, restaurants, and other commercial services to the City of Hardeeville.

The successful firm will conduct a site assessment of the City's current market trade area and profile the customer's buying habits, lifestyle characteristics and media habits. The results of the assessment will be used to assist the elected and appointed officials and staff of the City to make decisions and commitments to grow the City's retail sector and shape goals and policy long term.

The assessment should take in to consideration and include:

- Population and household increases
- Competition
- Existing retail firms
- Retail leakage/surplus
- Retail development in similar cities
- Cannibalization
- Retail trends
- Market viability
- CPR Report- tools for existing and local retailers
- Healthcare assessment report
- Physician Intelligence report
- Platform to customize all reports on the fly

2. Scope of Work

The firm or individual selected will be expected to address the following concerns/issues:

- a) Develop trade area analysis focused on drive time delineation
- b) Develop profiles of customers in the trade area based on buying habits, media habits and lifestyle characteristics
- c) Assess the retail potential of selected sites in the City
- d) Recommend specific retailers and restaurants that match the City's customer profile
- e) Match the customer profiles with profiles of specific retailers and restaurants that would consider the City for a location or expansion
- f) Prepare custom marketing packages for each of the retailers and restaurants identified and identify the individual in the companies who makes location decisions
- g) Make other recommendations as seen pertinent to the assessment
- h) Provide a retail leakage/ surplus analysis
- i) Provide an online data base and marketing tool to assist recruitment efforts
- j) Provide on-going support to the City throughout the recruitment process
- k) Provide long-Term Partnership- unlimited access to GIS and staff to help optimize the City's marketing efforts
- l) Provide information required to retaining and attracting high value, high wage jobs by analyzing how the City benchmarks against competing cities
- m) Provide information to understand the value of residents, and surrounding households when considered as a workforce.
- n) Provide information to understand residents access to services, retail, healthcare, municipal assets and other attractive amenities for overall quality of life benchmarks

3. Respondent Obligations Under RFP

Please confirm the respondent's ability to provide the following firm/individual differentiators:

1. Personalized Content

Advance the City's business recruitment program by receiving personal guidance from professional staff and ongoing insight into key industry topics via e-newsletter, webcasts and other interactive tools.

2. Long-Term Partnership

Provide unlimited access to respondent's staff.

3. Exclusive Access

Utilize exclusive relationships to access data and develop an actionable program to recruit retail.

4. Web-Based Deliverable

Access to a best-in-class online web-mapping platform with the touch of a button; an application allowing for screen shots, mobility, and ease of use to assist in business growth objectives.

4. Deliverables

The deliverables should be presented in electronic format and through a password protected website that can be accessed and used to either print or email copies of the report or other information which is updated quarterly and that can be generated on the fly as needed.

5. Inquiries and Questions

Inquiries or requests for information about the City or the RFP should be directed by email to:

Michael J Czymbor
City Manager
mczymbor@cityofhardeeville.com

6. Firms Qualifications

To be considered the applicant shall provide a description of experience to include:

- A summary description of your firm, including the Consultant's name, address, telephone number, fax number, cellular telephone number(s), email addresses, and contact persons who will be responsible for overseeing the services in this RFP including their location and office location that will handle complaint and inquiry calls. The Consultant shall provide the name and contact information of the manager or supervisor that will be responsible for the oversight of the City's contract;
- A summary of your ability to provide services as enumerated above;
- Points of contact, addresses, email and phone numbers;
- Biographies of individuals assigned to provide the services;
- List of municipal clients being served by the firm on similar projects; and proven track record of those client's successes, especially those in the region
- Any details or information that will assist the City in making a selection, and;

- Ability to assist in other residential household level data needs, outside of the scope of this project, as a long-term partner.
- Demonstrated insight into retail/restaurant concepts, decision making processes, leadership, and trends.

7. Vehicles, Equipment, and Personnel

The Consultant shall provide all vehicles, equipment, and personnel to effectively provide services as described in this RFP.

8. Personnel

The Consultant shall certify to the City that all employees are legal residents of the United States and conform to any and all State of South Carolina Illegal Immigration and Reform Act requirements.

9. Regulatory Compliance

The Consultant shall comply with all City, State of South Carolina, and Federal laws, rules, and regulations.

10. Consultant Conduct

The Consultant's employees shall conduct themselves with a high degree of morality and behavior. There shall be no boisterous, offensive, or obscene language or gestures.

11. RFP Process

Upon completion of evaluation, the City staff will present a summary of all evaluated proposals to the City Manager and then Mayor and City Council along with the recommended proposal. The Mayor and City Council will review the summary and recommendation. The City Council will determine which, if any, proposal to award the contract, or the City Council can determine that additional information is required from any or all Contractors. The decision to award the contract will be made by a majority vote of the City Council.

The staff will review the proposals submitted and make a recommendation to the City Manager and City Council. It is expected that the selected firm will begin work shortly after an agreement is executed and the final deliverables due on a mutually agreed schedule.

12. Instructions

By Submitting a proposal, the Consultant is acknowledging that the Consultant:

1. Has read the information and instructions.
2. Agrees to comply with the information and instruction contained herein.

13. Fees and Timeline for Delivery

The Consultant must submit Five (5) hard copies in a sealed envelope with the consultant's signature across the seal marked "City of Hardeeville RFP" in red.

The response must include all fees and costs associated with the completion of this project and a schedule for completion of the project.

14. City's Right to Request Additional Information

Prior to contract award, the City must be assured that the selected vendor has all of the resources to successfully perform under the contract. This includes, but is not limited to, an adequate number of personnel with required skills, availability of appropriate equipment in sufficient quantity, financial resources sufficient to complete performance under the contract, and experience in similar endeavors. If, during the evaluation process, the City is unable to assure itself of the Consultant's ability to perform, if awarded, the City has the option of requesting from the Consultant any information deemed necessary to determine the Consultant's responsibility. If such information is required, the Consultant will be so notified and will be permitted approximately seven business days to submit the information requested.

15. Failing to Comply with Submittal Instructions

Proposals received after the identified due date and time or submitted by any other means than those expressly permitted by the RFP will not be considered. The Proposal must be complete in all respects.

16. City's Right to Reject Proposals

The City reserves the right to reject any and all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of the City. It is also within the right of the City to reject responses that do not contain all elements and information requested in this RFP. A proposal will be rejected if the response contains any defect or irregularity and such defect or irregularity constitutes a material deviation from the RFP requirements, which determination will be made by the City on a case-by-case basis.

17. City's Right to Amend or Cancel RFP

The City reserves the right to amend or cancel this RFP at any time. Any amendments must be made in writing prior to the RFP closing date and time. By submitting a proposal the

Consultant shall be deemed to have accepted all terms and agreed to all requirements of the RFP (including revisions/additions made in writing prior to the close of the RFP whether or not such revision occurred prior to the time the Consultant submitted its proposal) unless expressly stated otherwise in the Consultant's proposal.

18. Cost for Preparing Proposals

The cost for developing the proposal and participating in the RFP process (including the protest process) is the sole responsibility of the Consultant. The City will not provide reimbursement for such costs.

19. Submittal Instructions

Listed Below are key actions related to this RFP.

20. RFP Released

The release of this RFP is communicated through public advertisement in the following:

City of Hardeeville Website: www.cityofhardeeville.com

21. RFP Submissions and Deadline

Proposal and qualifications should be submitted in hard copies to the following by **no later than 2:00PM on Tuesday, November 29, 2016**. Proposals should be submitted to:

**Lori Pomarico
City Clerk
205 Main Street
P.O. Box 609
Hardeeville, South Carolina 29927**

Proposals postmarked or hand delivered after the designated deadline shall be considered late and rejected.

22. General Business Requirements

This section contains general business requirements. By submitting a proposal, the Consultant is certifying its agreement to comply with all of the identified requirements of this section and that all costs for complying with these general business requirements are included in the Consultant's submitted pricing.

23. Standard Insurance Requirements

If awarded a contract, the Consultant shall procure and maintain insurance which shall protect

the Consultant and the City (as an additional insured) from claims for bodily injury, property damage, or personal injury. The Consultant shall maintain the following insurance coverage with an insurance company licensed to do business in the State of South Carolina:

1. Workers Compensation: Insurance covering all employees meeting statutory limits in compliance with applicable State and Federal laws.
2. General and Automobile Liability:
 - Bodily injury, each occurrence \$500,000.00
 - Bodily injury, aggregate \$500,000.00
 - Property Damage \$100,000.00
 - Business Auto Liability per Occurrence \$1,000,000.00
 - Excess Umbrella Liability per occurrence \$1,000,000.00

It shall be the responsibility of the Contractor and the Insurance Company to notify the City at least thirty (30) days prior to any cancellation or change in the policy.

Contractor will provide the City of Hardeeville with a copy of the certificate of insurance specifying the above limits have been met.

24. Proposal Certification

By submitting a proposal, the Consultant understands and agrees to the following:

That this proposal constitutes an offer, which when accepted in writing by the City, and subject to the terms and conditions of such an acceptance, will constitute a valid and binding contract between the Consultant and the City; and

That the Consultant guarantees and certifies that all items included in the proposal meet or exceed any and all of the RFP's identified specifications and requirements except as expressly stated otherwise in the Consultant's proposal; and

That the proposal submitted by the Consultant shall be valid and held open for a period of ninety (90) days from the final RFP closing date and that the Consultant's offer may be held open for a lengthier period of time subject to the Consultant's consent; and

That the Consultant's proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. The Consultant understands and agrees that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards; and

That the provisions of the laws of South Carolina have not been violated and will not be violated in any respect.

25. Indemnification and Hold Harmless

The Consultant shall be responsible for and shall indemnify and hold the City harmless from any and all claims, demands, damages, and expenses of whatever nature (including without limitation, attorney's fees) relating to or arising from (1) Consultant's breach of any of the representations and warranties contained herein; (2) Consultant's failure to follow the City's specifications; (3) Consultant's other breach of the terms hereof; (4) any other act(s) or omission(s) of Consultant, its employees, independent contractors, agents, and suppliers.

26. Assignability

The Consultant may not assign this agreement or any of its rights or responsibilities hereunder without prior written consent from the City.

27. Audit

Upon not less than five (5) days prior notice, the City shall have the right to inspect and audit all records (including, without limitation, financial records) of the Consultant which pertain to the Consultant's fulfillment of this agreement and charge therefore.

28. Default and Termination

Failure of the Consultant to comply with the provisions of the contract documents shall constitute default thereof. The City shall give the contract written notice of any default; the Consultant shall have fifteen (15) calendar days from the receipt of such written notice to cure the default. Upon failure of refusal of the Consultant to cure any such default, the City shall have the right to terminate this agreement and undertake such legal and other proceedings, in law or equity, and to seek recovery of such damages, as may be allowed by law, including, but not limited to, reasonable attorney fees and costs.