

Date: August 9, 2024

To: All Prospective Respondents



Subject: Request for Proposals (RFP) No. 1146: ECONOMIC DEVELOPMENT CONSULTING SERVICES

The Town of Bloomfield invites you to submit a proposal based on the requirements of the enclosed RFP. The RFP and any addenda can be found on the Town of Bloomfield website, www.bloomfieldct.gov or the State of CT DAS website. The information contained herein outlines the intent and scope of the project; the guidelines governing the submission and evaluation of all proposals; and *IRS Form W-9, Request for Taxpayer Identification Number and Certification* which must be completed and submitted with your proposal.

We ask that your proposal conform to our format request as closely as possible. The Town may accept proposals that take exception to any requirement in the RFP. Any exception or alternative must be clearly delineated in a separate attachment to the proposal submitted. This letter, the RFP, and the proposal submitted by the successful Consultant will be made part of the resultant contract between the Town and the successful Consultant.

All proposals must be received in the office of the Purchasing department by **1:00 P.M. Tuesday, August 27, 2024.**

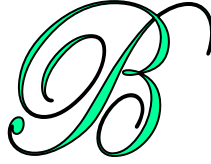
One Original (clearly identified as such) plus a read only copy on a thumb drive shall be submitted to the attention of

**Purchasing Department
Town of Bloomfield
2nd Floor
800 Bloomfield Avenue
Bloomfield CT 06002**

The Package submitted containing proposals shall be sealed, bearing on the outside the firm's name and address and plainly marked "**RFP #1146 ECONOMIC DEVELOPMENT CONSULTING SERVICES**"

Questions about the Scope of Services, submission and other requirements may be directed to the Purchasing Department at sharris@bloomfieldct.gov no later than 4:00 p.m., Tuesday, August 20, 2024. *Consultants are required to limit their contact with the Town regarding this RFP to the department named herein.*

The Town of Bloomfield looks forward to receiving your response.



TOWN OF BLOOMFIELD

REQUEST FOR PROPOSALS # 1146

ECONOMIC DEVELOPMENT CONSULTING SERVICES

1. **INTENT**

The Town of Bloomfield is soliciting proposals for economic development consulting services including, but not limited to: recruitment activities, strategic planning, marketing activities and other services as determined by the Town and as described in this Request for Proposals (RFP). The Town anticipates retaining a Consultant for fiscal year 2025, with options to renew the agreement for additional terms (beginning 7/1/25), based on successful results and completion of key deliverables. Annual renewals will include a detailed updated service plan. The selected consultant will work closely with key Town staff and Economic Development Commission to actively carry out economic development functions and proven expertise to local leadership.

1.1 The Town reserves the right to terminate this RFQ process at any time with or without notice to the prospective bidder.

2. **SUBMISSION AND DEADLINE**

2.1 All proposals must be received in the office of the Purchasing department by **1:00 P.M. August 27, 2024**. One original (clearly identified as such) plus a read only copy on a thumb drive shall be submitted to the attention of the Purchasing department at:

**Town of Bloomfield
Town Hall, 2nd Floor
800 Bloomfield Avenue
Bloomfield, CT 06002**

Please note that Bloomfield Town Hall is open to the public during normal business hours of 9 am – 5 pm. In person delivery of proposals will be accommodated from 11 am – 12 pm on Tuesday August 27, 2024. All respondents should ensure that proposals are mailed in sufficient time to be received by the date and time specified herein. Late responses will not be considered.

2.2 Package containing proposals must be sealed, bearing on the outside the Consultant's name and address and plainly marked "**RFP # 1146; Economic Development Consultant.**"

- 2.3 Questions about the Scope of Services may be directed to the Purchasing department, at sharris@bloomfieldct.org. The deadline for questions regarding this Request for Proposals is 4:00 p.m. August 20, 2024. Written clarifications or amendments to this RFP will be issued by addenda, no later than 4:00 p.m., August 22, 2024. Only information issued by formal written addenda will be binding. Addenda will be posted solely on the Town's and State DAS websites.
- 2.4 Consultants are required to limit their contact with the Town regarding this RFP to the department named herein.
- 2.5 The Town may entertain the submission of proposals from a team of consultants. The submission of any such proposal shall clearly spell out roles and responsibilities between the parties and identify the lead Consultant with whom the Town will contract and who will coordinate the activities of any sub-consultants.
- 2.6 The Town may accept proposals which take exception to any requirements in this RFP, or which offer any alternative to a requirement herein. Any exception or alternative must be clearly delineated and cannot materially affect the substance of this RFP.

3. **SPECIAL INSTRUCTIONS**

- 3.1 Consultants responding to this Request for Proposals are hereby notified that all proposals submitted and information contained therein and attached thereto will not become public information until the Town has awarded a contract to the successful respondent.
- 3.2 Consultants responding to this Request for Proposals must have sufficient staff and expertise to complete the required services. The Consultant must agree that all personnel assigned to this project are qualified for this type of work.

4. **BACKGROUND INFORMATION**

- 4.1 Bloomfield is a suburban, residential community with a significant commercial tax base. The Town covers approximately 26.9 square miles and is north and adjacent to the City of Hartford.

Major employers in the town include CIGNA, Metropolitan Life Insurance Co., Kaman Corp., The Town of Bloomfield and HomeGoods Distribution Center.

The adopted Plan of Conservation and Development highlighted a number of economic development activities which should be pursued. These include the desire to retain existing businesses as well as attracting new business growth; expanding the organizational capacity of the town to promote growth; promote development and redevelopment in Bloomfield Center by encouraging restaurants, retail, multi-family residential and recreation in the form of arts and entertainment; promote development in other designated areas; continue to encourage the development of medical office space along the Cottage Grove Road corridor and to continue to promote industrial development in the areas currently zoned for that use.

- 4.2 The selected consultant will provide the Town with professional services to realize the activities outlined in the Plan of Conservation and Development. The consultant will be responsible for coordinating work with all sub-contractors.

5. **SCOPE OF SERVICES**

The Town seeks an economic development professional or firm who can continue to guide the community through the next stage of its growth. Working closely with the Economic Development Commission, the Consultant will assist in the development of an economic development strategic plan for Bloomfield. The scope of work includes, but is not limited to, the following elements:

- 5.1 Continue the implementation of the Bloomfield Center Plan and activities. https://www.bloomfieldct.gov/sites/bloomfieldct/files/uploads/bloomfield_center_plan.pdf. The consultant will be expected to advise and support the activities of the Bloomfield Center Alliance.
- 5.2 Retain existing businesses, by conducting regular business visitation sessions with key businesses in Town and recommending strategies for recruiting those industries identified as synergistic to existing companies.
- 5.3 Market the Town to potential new businesses seeking to relocate or expand their operations based on priorities developed by the Town. As part of these efforts, maintain a database containing available land, buildings and contacts, all in an effort to match potential new businesses with available facilities. The database should be updated on a monthly basis and delivered to the Town.
- 5.4 Plan and develop strategies in collaboration with the Town's Economic Development Commission and other Town departments for utilizing marketing materials aimed at specific targeted industries as well as for the general promotion of the Town's economic development efforts. Materials shall be available to the Town to post on its website.
- 5.5 Attendance at monthly Economic Development Commission meetings. Quarterly reports to the Town Council's Land Use subcommittee and attendance as needed.
- 5.6 Assist in development and review of any economic development policies.
- 5.7 Other services that may be determined necessary by the Town. Proposals shall include cost information for additional services including hourly rates and/or per project rates. Respondents shall note that these services are in addition to, not in lieu of, those identified above.

Proposed Work Plan to include:

Economic Development:

- Assist, advise and guide the Town in developing strategies for targeted and potential sites/corridors
- Attend monthly and special meetings with EDC and others as required

- Coordinate with EDC and other town staff, boards and commissions, as needed and under the direction of the Director and the Town Manager
- Continue to conduct business visitations and develop communication plans that will aid in support of large and small businesses
- Continue to update materials and available property lists of existing conditions to aid in economic development efforts
- Produce monthly activity reports

Tax Increment Financing (TIF) Districts:

- Assist in the tasks needed to complete the TIF Districts plan and documents
- Assist in the Marketing of the TIF Program
- Review Proposals for TIF benefits and advise the Director regarding their viability and potential benefit to the town.

Tax Abatements:

- Review requests for tax abatements and advise the Director on whether the applicants meet the criteria as defined in the Town’s Policy
- Perform due diligence in researching any new businesses that ask for tax abatements from the Town

Plan of Conservation and Development (POCD):

- Assist in the Implementation of the POCD

6. **CONSULTANT RESPONSIBILITIES**

The Consultant will be responsible for successfully carrying out this program. Town staff will support and work collaboratively with the Consultant to ensure successful attraction/retention of businesses to Bloomfield and to grow the tax base. Key deliverables will include evidence of active retention efforts, a database of business contacts in various industries appropriate for Bloomfield, a database properties within Bloomfield that are available for development or re-use, marketing materials, and regular updates to the Town on economic development activities.

7. **TIMEFRAMES**

7.1 The RFP schedule is as follows:

7.1a	RFP Issued	August 9, 2024
7.1b	Proposals due	August 27, 2024
7.1c	Proposal Review Completed	August 30, 2024
7.1d	Interview respondents*	Week of September 2, 2024
7.1d	Select Respondent	September 13, 2024
7.1e	Commencement of contract	September 30, 2024

**The Town reserves the right to make a selection on the basis of the proposal alone; however, it may invite selected respondents for interview at its discretion*

7.2 The successful Consultant will be expected to commence services approximately September 30, 2024.

8. **CONTRACT MANAGEMENT**

8.1 The Consultant will work under the direction of the Director of Planning and Economic Development.

8.2 The selected Consultant will assign one qualified individual, who will be the firm's day-to-day contact person who will be responsible for directing and coordinating the activities of the firm's personnel in all aspects of the project.

9. **EVALUATION AND AWARD**

9.1 **Selection Criteria**

The following criteria will be used, without limitation, in evaluating proposals and determining the most responsive Consultant:

9.1a The Consultant's technical understanding of the scope of services and proposed professional services as evidenced by the proposal submitted.

9.1b The background and experience of the Consultant in providing similar services (especially to other municipalities) as well as the specific background, education, qualifications and relevant experience of key personnel to be assigned to this contract.

9.1c Proposed fees and costs, although the Town is not bound to select the Consultant who proposes the lowest fees. The Town reserves the right to negotiate fees with the selected Consultant.

Proposals in response to this RFP will be reviewed against the criteria listed above, and recommendation for award will be made in accordance with standard purchasing procedures.

9.2 **Selection Procedures**

The Town intends to enter into a contract with the most responsible Consulting Firm whose proposal is determined to be in the best interest of the Town.

9.2a The Town reserves the right to reject any or all proposals or parts thereof for any reason, to negotiate changes to proposal terms, to waive minor inconsistencies with the RFP, and to negotiate a contract with the successful Consultant.

9.2b It is anticipated that several of the Consultants whom the Town determines to have submitted the most responsive proposals will be invited to interview and make a detailed presentation before the Town.

- 9.2c The Town shall, after a thorough review of the proposals received, and after conclusion of the interview process if needed, will award the contract to the Consultant whom the Town deems best qualified to perform the services required under this contract.

10. **PROPOSALS**

The Town will not be liable for costs incurred in the preparation of the response to this RFP or in connection with any presentation before the Town. Proposals submitted must be bound, paginated, indexed and numbered consecutively. The original proposal must be clearly marked as such. Consultants shall submit as their proposal the following:

10.1 Letter of Transmittal: A letter of transmittal addressed to **The Purchasing department**, which includes a statement by the respondent accepting all terms and conditions and requirements contained in this RFP. The letter should also include a brief discussion of the Consultant's background, experience, and ability to perform this contract in accordance with the Scope of Services. Also to be included, is a listing of clients for whom similar services were performed.

10.2 Detailed Proposal, which includes the following sections:

- 10.2a **Project Understanding:** Provide a written discussion in sufficient detail to demonstrate the Consultant's understanding of the scope and the professional services required.
- 10.2b **Experience:** Provide a detailed written summary of the Firm's history and experience and capability in providing the services required.
- 10.2c **Staff Plan:** Identify key personnel whom the firm will assign to perform services under this contract. Indicate their background, experience and areas and levels of responsibility. Provide the resumes of all key personnel.
- 10.2d **Service Plan:** Provide a detailed, itemized plan of proposed services.
- 10.2e **Services Expected of the Town:** Define the nature and scope of all services to be provided by the Town.
- 10.2f **References:** Firms must provide a minimum of three references, sufficiently detailed to include names, titles, addresses and telephone numbers as to allow the Town to contact these references. References are preferred from those projects listed in the proposal.
- 10.2g **Rates for any additional work that the consultant recommends beyond the original scope of services contained in this RFP should be submitted as a formal proposal. The proposal should detail the requirements and the deliverables as well as a capped cost.**

10.3 Fee Proposal: Consultants are required to submit a fee proposal which includes the following:

10.3a A detailed lump sum fee for the first year, with a breakdown by Activity/deliverable.

10.3b The Town reserves the right to negotiate the fees or rates and payment schedules with the successful Consultant.

All Proposals must be signed by the firm's authorized official. The proposal must also provide name, title, address, and telephone numbers for 1) the individual with authority to negotiate and contractually bind the firm, and 2) for those who may be contacted for the purpose of clarifying any information provided therein.

11. GENERAL REQUIREMENTS

11.1 Insurance:

The selected Consultant shall be required to furnish proof of the following insurance coverage within ten (10) days of receipt of Notice of Selection. Insurance shall be issued by an insurance company licensed to conduct business in the State of Connecticut with a Best's Key Rating of A-, VIII or better. Any and all exceptions must be approved by the Town Manager. Insurance coverage shall remain in full force for the duration of the Contract term including any and all extensions or renewal thereof. Each insurance certificate shall contain a (30) day notice of cancellation. All renewal certificates shall be furnished at least thirty (30) days prior to policy expiration. Any and all deductibles are the sole responsibility of the Consultant to pay and/or indemnify.

		Minimum Limits
General Liability	Each Occurrence	\$1,000,000
	Products/Completed Operations Aggregate	\$2,000,000
	General Aggregate	\$2,000,000
Auto Liability	Combined Single Limit	\$1,000,000
Worker's Compensation	WC Statutory Limits	
Employer's Liability	EL each accident	\$100,000
	EL disease policy	\$500,000
	Disease accident limit	\$100,000
Umbrella	Each Occurrence	\$1,000,000

11.1.f The Town of Bloomfield and Bloomfield Board of Education are included as Additional Insureds, ATIMA under the Commercial General Liability and Employer's Liability Insurance Policies. THE UNDERLINED WORDING MUST BE SHOWN IN THE SPACE PROVIDED FOR "COMMENTS" ON THE ACORD INSURANCE CERTIFICATE. Coverage is to be provided on a primary, noncontributory basis. Waiver of subrogation to be provided.

11.1.g Each insurance coverage named above shall provide not less than a 30-day notice of cancellation to the Town. All policies shall be on the occurrence form. Any and all exceptions shall be reviewed by the Town Manager.

11.1.h Cancellation or other termination of insurance policies required by this Agreement without immediate replacement thereof may be considered a default in the terms and conditions of this Agreement. The Consultant agrees that such default may be cured by procurement of insurance on behalf of Consultant, by the Town, at the Consultant's expense, at Town's option.

11.2 **Hold Harmless Agreement:**

The Consultant, its agents and assigns shall indemnify and hold harmless the Town of Bloomfield and the Bloomfield Board of Education, including but not limited to, its elected officials, its officers, and agents, ("the Town") from any and all claims made against the Town, including but not limited to, damages, awards, costs and reasonable attorney's fees, to the extent any such claim directly and proximately results from the wrongful, willful or negligent performance of services by the Consultant during the Consultant's performance of this Agreement or any other Agreements of the Consultant entered into by reason thereof. The Town agrees to give the Consultant prompt notice of any such claim and absent a conflict of interest, an opportunity to control the defense thereof.

As a municipal agency of the State of Connecticut, the Town will NOT defend, indemnify, or hold harmless the successful proposer.

11.3 **Conditions**

Consultants responding to this RFP will be expected to adhere to the following conditions in an agreement with the Town and must make a positive statement to that effect in its proposal submitted:

11.3a The Consultant has personnel sufficient to assure service continuity and project completion and agree to maintain adequate qualified personnel for the full duration of the contract.

11.3b Agree that all work produced under this agreement will become property of the Town of Bloomfield.

11.3c Agree to provide the insurance coverage herein specified for the full duration of the contract's term, including any and all extensions.

11.3d Agree to accept and follow management direction from the Town and specifically, the individuals named herein or their duly authorized designee(s).

11.3e Agree to conform to all applicable laws and ordinances and policies of the Federal Government, State of Connecticut and Town of Bloomfield.

- 11.3f Agree that if the Town cannot in good faith negotiate a written contract within a reasonable time with the selected Consultant, the Town may unilaterally cancel its selection of that Consultant.
- 11.3g Agree that periodic payments to the Consultant will be made as agreed upon in the signed contract.
- 11.3h Agree that if services are not performed in a timely manner so as to meet the Town's stated time frame, the Town may withhold payment, or portions of payment.
- 11.3i Agree that the Town reserves the right to terminate the contract at any time. In the event of contract termination, the Consultant shall be entitled to payment for approved services rendered after the execution of the contract and prior to receipt of notice of termination. However, if the Consultant has damaged the Town, said payment may be withheld until the Town determines whether or not by how much said payment should be reduced.
- 11.3j Agree that the contract between the Town and the Consultant shall be governed by and construed in accordance with the laws of the State of Connecticut and the ordinances of the Town of Bloomfield.
- 11.3k Agree that no conflict of interest exists. Identify the nature of any potential conflict of interest your firm might have in providing services to the Town under this RFP. Discuss fully any conflicts of interest, actual or perceived, which might arise in connection with your firm's performance of the proposed agreement. If conflicts do or might exist, describe how your firm would resolve them.

12. **ANTI COLLUSION STATEMENT**

Proposers and their employees, officers, advisers, agents or sub-contractors must not engage in any collusive bidding or other anti-competitive conduct, or any other similar conduct, in relation to:

- the preparation or submission of Proposals;
 - the clarification of Proposals; and
 - the conduct and content of negotiations, including final contract negotiations,
- in respect of this RFP or procurement process, or any other procurement process being conducted by the Town in respect of any of its requirements.

13. **TAXPAYER'S IDENTIFICATION NUMBER**

Each Consultant, whether an individual, proprietor, partnership or a non-profit corporation or organization must obtain, complete and include, with the proposal submitted, an Internal Revenue Service Form W-9, "Request for Taxpayer Identification Number and Certification".

14. **ADDITIONAL INFORMATION AND REVISIONS TO PROPOSALS**

Information may be provided to potential respondents for the purpose of clarification to assure full understanding of, and responsiveness to the Request for Proposals requirements. Prospective respondents shall be afforded fair and equal treatment with respect to access to additional information and revision of proposals.