



THOMASTON-UPSON INDUSTRIAL DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSAL/QUALIFICATIONS
RETAIL CONSULTING
May 22, 2018

Purpose

The Thomaston-Upson Industrial Development Authority (“IDA”) Board of Directors is requesting proposals from professional marketing research firms with particular expertise in retail research, marketing, and recruitment for retail businesses for the City of Thomaston and Upson County Georgia. The Board’s desire is to obtain a proposal that would include your firm’s credentials and a quote for consulting services as explained in the following “Scope” section.

Scope

The following outlines the scope of the services the IDA is seeking:

Market Analysis:

- *Generate a Retail Trade Areas Map* – delineate a boundary map of the Retail Trade Area
- *Cell Phone Density Analysis* – collect and analyze location and behavioral data from mobile devices to determine customer visits to retail trade corridors/downtown and trade geography
- *Demographic Profile* of community/retail trade area
- *Psychographic Profiles* – measurement of consumer attitudes, values, lifestyles and purchasing behaviors
- *Develop Community Peer Analysis* to match potential developments from existing locations

Retail Opportunity Analysis:

- *Generate a Retail Gap Analysis* showing retail surpluses and leakages – identify retail categories with the highest prospect for success and quantify their retail potential
- Identification of specific retailers and developers

Marketing and Branding:

- Creation of marketing materials customized for the community:
 - ✓ *Retail Market Profile*
 - ✓ *Retail Market Flyer* with focus properties identified
 - ✓ *Online Data* – create an online community dashboard for visual presentation and easy downloading of marketing information and data sets

Retail Recruitment:

- Proactive recruitment for the community at conferences and through ongoing developer and tenant representation outreach efforts
- Support from the consultant to community leadership/staff during process of locating new retailer

Proposal submissions

Proposals shall be submitted by close of business June 18, 2018. Proposals can be mailed or emailed to:

Kyle Fletcher, Executive Director
Thomaston-Upson County IDA
706-647-7007 (office)
706-601-2628 (cell)
kfletcher@thomastonupsonida.com

Any questions that you may have can be directed to Kyle Fletcher via email at the address shown above.

Proposals should contain, at a minimum the following:

- ✓ Narrative about your firm, members, and qualifications
- ✓ Actual successful engagements
- ✓ Your methodology in the performance for the retail research, marketing, and recruitment
- ✓ Scope of services to be delivered
- ✓ Deliverables
- ✓ Timing and Pricing, including any contract extensions (please provide for at least a three contract periods)
- ✓ Past clients and references
- ✓ Any client testimonials

Please include name(s) of contact representatives in your proposal.

Proposal acceptance and right of refusal

The contract, if awarded, will be awarded to the most responsive and responsible proposer who demonstrates the greatest value and benefit to the IDA. The IDA reserves the right to accept, award and/or reject any and/or all proposals, in whole or in part, and waive any technicalities or irregularities. This contract will not be awarded solely on the basis of cost.

The IDA, at its sole discretion, following an objective evaluation, will award this contract to the lowest responsible, responsive firm that submits the best overall proposal based on their ability to meet and exceed these minimum required study objectives.

The IDA reserves the right to determine the lowest responsive, responsible contractor on the basis of an individual item, groups of items, or any way determined to be in the best interest of Upson County.

If a contract is awarded, the IDA will require an engagement letter be sent by the firm with all of the requirements in this proposal addressed. The engagement letter shall be signed by the firm and be prepared on firm letterhead.

H. Allen Salter, CPA
Assistant Finance Officer
Upson County Board of Commissioners

Proposals submitted after June 18, 2018 will not be accepted. Kyle will be the main point of contact for questions concerning the proposal and during the study phase.

Please include the name(s) and contact information of firm representatives in your proposals.

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