



October 29, 2023

(REVISED) RESPONSE TO RFQ FOR RETAIL BUSINESS INCUBATOR CONSULTING SERVICES

Huerfano County Solicitation #2023-06

Frontdoor Back Retail Store Design (FdB) is a boutique agency with multifaceted expertise in store design, lighting, signage, and shopper insights, visual merchandising, color consultation and staff training. Whether starting anew or refreshing an existing concept, we have the resources to direct store planning and design in a manner that is on-brand and aesthetically pleasing while being focused on sales. We are a flexible agency whose consultants support various types and aspects of store design projects. This support includes educational components for retailers of all levels of sophistication. FdB would like to provide the 24 Incubator participants with both the valuable insights and practical details they need to create successful brick and mortar environments.

Founded in 2009 by Seanette Corkill, Frontdoor Back Retail Store Design was launched as a design consultancy serving independent boutique retailers in the Pacific Northwest. Since its inception, it has grown to serve a national audience of retailers and the organizations, Chambers and Economic Development agencies that serve them. It has also created professional alliances with other like-minded creative retail agencies serving the needs of Main Street brick & mortar businesses. Such is the case for our arrangement in response to Huerfano County's RFP.

Frontdoor Back is proposing to provide services for the core area of **Store Design and Layout**. For the purposes of this project, communications and contracting lead will be:

Seanette Corkill
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Understanding and Approach

Without a selection of strong stores ready to cater to shoppers' sentiment to "support local", there's too little standing in the way of losing shoppers to alternative, non-local channels. We'll share the foundations that will help retailers (and the district as a whole) sharpen their focus on where and how best to compete within a constantly changing retail environment. Getting the greatest return per square foot (large, small, or pop-up) is more important than ever. Knowing where to invest time and resources can make the difference between just surviving or thriving.

Whether it's a 10 x 10 tent at the market, a pop-up location, or a dedicated retail space, best practices for store-specific technical design, coupled with a greater understanding of shopper expectations and behavior, allay retail shortcomings and position businesses for increased enjoyment, loyalty, and sales from their shoppers.

Our proposed approach to support Huerfano County's budding entrepreneurs is two-fold: **Education + Consultation**. To lay a foundation for planning and communicating desired outcomes, retailers need to have an understanding of the principles, terminologies and best practices of retail space planning and product presentation. To achieve this first milestone, **Education**, we propose multiple in-person, 2-hour seminars covering the core components of planning a

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store space, shopper behaviors and visual merchandising. These seminars would be timed over the course of 2 years to introduce concepts to the first class of Wheelhouse Incubator participants and then again to the next generation the following year. Alumni will also benefit from attending as they will be receptive to information provided that they perhaps did not absorb or appreciate the first time around. Packed with photo examples of best practices, and easy to understand and relatable explanations of in-store marketing principles and tactics, this session will provide inspiration and guidance.

Seminar Core Topics will include: **Shopper Insights | Storefronts & Signage | Store Layouts & Fixture Selection
Visual Merchandising | Lighting | Window Displays**

Upon completion of the educational session, the foundation for change is laid. Retailers are typically enthusiastic about taking action and will likely seek guidance on applying the principles and strategies to their own unique circumstances. As a way to capture this excitement and effectively direct their efforts, Step 2 will be **one-on-one consultations** which will help connect the dots.

By empowering entrepreneurs to be more effective at attracting shoppers and closing sales, they can create small wins individually that collectively translate to momentum for the Incubator community at large. Consultation deliverables are a summary outlining a customized list of solutions and actionable tactics for each client's unique goals. Aspects of their proposed space (both interior and exterior) that are crucial for shopper engagement and sales goals will be identified and ideas for improvement or implementation will be provided. Depending on each businesses' needs, scopes may include: a review of their branding strength and continuity (as it applies to the retail environment), signage and wayfinding effectiveness, floorplan analysis, lighting, category adjacency evaluations, fixture review, and visual merchandising strategies. Recommendations are prioritized by the owners' most pressing, near-term issues and then transition to long-term or more complex issues. These consultations give business owners ideas, inspiration, and a to-do list ("Punch List for Profit") to which they, and the organization's leadership can refer to to track and document concrete change and outcomes.

Based upon our understanding, incubator participants will encompass a range of business genres, various lengths of time in business, and variables in their general knowledge base of retail best practices. We have defined 4 categories that we anticipate businesses will fall within and, as a result, what our scopes of work would be to provide support that meets them where they are.

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Consultation Categories (4) based upon operational maturity:

- A) **Small batch maker/producer:** This client is exploring options for a viable product/manufacturing process that meets a perceived market opportunity. For this client type, we provide support for visual merchandising strategies and the fixtures and supplies for a small footprint (e.g. their product on another retailer's shelves/tables) product presentation. *Cost: \$1,000*
- B) **Market Vendor:** This client is further along in their product development and may already be producing products for an identified market. This client will likely have had experience that includes independent events with a short lifespan and temporary set-ups (i.e. weekend, one week, one month) within a 10 x 10 booth or on table at a farmers market or seasonal pop-up event. For this client type, we help them reach their next level of retail sophistication and execution by assessing and providing direction for general layout and enhancements to their fixtures, signage and visual merchandising strategies. *Cost: \$1,500*
- C) **Existing Retail:** These retailers have committed to a lease, purchased fixtures, signage, etc. and have a track record of sales and shopper behaviors to respond to. We will evaluate all aspects of a business's exterior and interior retail presentation and shopping experiences will be evaluated relative to the retailer's goals and retail best practices. *Cost: \$3,000*
- D) **Retail Concept:** This client has a scalable concept and business plan in development for ground floor retail spaces ranging from 1,000 to 1,500 square feet. (Spaces larger than this warrant a customized store design package of services.) For this client, we will provide design direction for space planning (layout), fixture and finishes selection, visual merchandising protocols, operational standards, exterior and interior signage and lighting, etc. Regardless of the entrepreneur's operational category, the process for providing technical design assistance will be the same and is outlined below. *Cost \$9,000*

Consultations, regardless of their category, have 3-4 phases:

Phase I: One week prior to their consultations, business owners will provide summaries of their concepts (business name, product lines, photos, site dimensions of proposed locations, branding and graphics files, etc.) to the Frontdoor Back team.

Phase II: The FdB Team will meet, in person, with predetermined businesses to answer their most pressing questions and ascertain where assistance is most needed. A summary of the recommendations will be emailed to business owners and we encourage that they begin taking action per our recommendations.

Phase III: A second, one-on-one virtual meeting will allow for feedback/questions on progress and offer further support.

Phase IV: (Optional) Hands-on visual merchandising training and fine tuning for retailers/incubator participants in need of on-going support. This phase occurs on a follow up visit, after the businesses have "lived" in the space.

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Wheelhouse Retail Concept Development / Store Design Specifics

Providing an environment that sets up the incubator participants for success is crucial. To that end, we propose a separate scope of work that assesses and designs an optimal layout of the Wheelhouse. While the initial concept of providing individual cubbies to participants has merit, there are other layout configurations that should be explored which may be more shopper friendly and more beneficial to all participants.

- Site survey and documentation
- Scale site plans and elevations
- Storyboard of concept theme, finishes, fixtures exterior and interior
- Fixture schedule / budget reconciliation (purchase, receipt of goods, assembly and installation by others)
- Signage design direction (exterior and interior), vendor communication (purchase and installation by others), approval of proofs
- Lighting design direction, fixture schedule, sourcing, budget reconciliation (installation and permitting by others)
- Merchandising supplies - store opening basics
- Visual merchandising best practices for all shopper facing staff
- Retail supply vendor lists

SCHEDULE OF EVENTS/ TIMING:

2023

- Q4 Contract signed, deposit secured, event and consultation dates set and travel arrangements for 2024 made
- Wheelhouse store design scope of work initiated

2024

- Q1* Wheelhouse space planning, build out, fixture acquisition + Presentation Yr 1 (end of March) + on-site client consultations
- Q2 Virtual follow up meetings with Incubator participants
- Q3
- Q4* Hands-on training / visual merchandising workshop Holiday Yr 1 (October)

2025

- Q1* Presentation Yr 2 (end of March) + on-site client consultations
- Q2 Virtual follow up meetings with Incubator participants
- Q3
- Q4* Hands-on training / visual merchandising workshop Holiday Yr 2 (October)

**indicates FdB Team travels to Huerfano County for face-to-face interaction*

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SUMMARY OF COSTS FOR TRAINING DELIVERY OPTIONS:

<p><u>In Person Seminar</u> – One, 2-hour educational seminar to the incoming class for the Incubator space plus the community at large covering top-line district cohesiveness, retail best practices and shopper insights</p> <p>Cost to record seminar/s for future participants or reference is TBD.</p>	<p>\$7,500 each</p> <ul style="list-style-type: none"> ● Q1 2024 ● Q1 2025 	
<p><u>One-on-one Consultations</u> - Business owners meet with the FdB Team for two, 1-hour meetings: Rates are flat fee and inclusive of both meetings 1 and 2.</p> <ol style="list-style-type: none"> 1. Meeting One – <u>On-site</u> 60-minutes The initial consultation culminates in a written summary (delivered via email) of recommendations addressing retailers’ top line concerns and needs regarding design directives, best practices, resources, suggested layouts, etc. Deliverables are dictated by participants’ Category Classification. 2. Meeting Two - <u>Virtual</u> 60-minutes Consultation to address questions, gather new information, provide feedback guidance, encouragement and clarification 	<p>Category A. \$1,000 Category B. \$1,500 Category C. \$3,000 Category D. \$9,000</p>	<p>Estimated Travel for 3-person team (Seminar + Consultations) for 5 days: \$4,750</p>
<ol style="list-style-type: none"> 3. Meeting Three - <u>On-site</u> Q4 option Hands-on visual merchandising training and fine tuning for retailers/incubator participants in need of on-going support 	<p>\$3,000/each, for two, 8-hour days</p> <ul style="list-style-type: none"> ● Q4 2024 ● Q4 2025 	<p>Estimated Travel for 2-person team (merchandising/layout fine tuning), for 4 days: \$2,900</p>
<p><u>Virtual</u> – Additional support for clients wanting to check-in, brainstorm, troubleshoot, request guidance, etc. (can be billed in ½ hour increments @ \$ 82.5/ per ½ hr)</p>	<p>\$165/ per hr</p>	<p>Estimated Travel NA</p>
<p><u>FIRM HOURLY RATES:</u></p>	<p>\$165</p>	

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ADDITIONAL DETAILS:

- Upon acceptance of this proposal, the FdB team will begin to customize the **educational seminar** that will be delivered to the community.
- FdB will work with one, central, Incubator representative to schedule participants' **initial, 1-hour, in-person meetings**.
- Consultation participants **MUST** attend the educational seminar to be eligible for a consultation.
- Following participants' first, 1-hour consultation, FdB will provide a **written report** to both the retail client and the Incubator program, summarizing the meeting and addressing issues raised in the meeting.
- After initial meetings and once participants have had time to review the information provided, they are encouraged to take action on recommendations. The FdB team will be available for a **second 1-hour meeting, to be conducted virtually**, up to 5 weeks after receipt of their Meeting 1 summary to answer questions or touch base regarding findings or questions after actions are initiated. (The sooner the better as the information is fresh in everyone's minds.) A central Incubator representative will coordinate dates and times for this virtual meeting. With participants' agreement, calls/videos will be recorded.
- **Follow-up virtual meetings** can be scheduled at FdB's hourly rate (in increments of 30 minutes).

Travel will be billed at cost, at time of booking, +5%. As of October 2023, the following are travel cost estimates:

- Airfare round-trip \$450 / per person
- Food \$66 per diem / per person
- Lodging \$200 per diem / per person
- Car rental \$450 weekly rate + fuel
- Ground transportation (parking, rideshare, etc.) \$125

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