

**RETAIL DEVELOPMENT SERVICES  
INTRODUCTION AND BACKGROUND  
PURPOSE OF THE REQUEST FOR PROPOSAL**

The City of Jackson provides vital services to City residents and requires capable and competent Retail Development Services.

The City desires a vendor to develop and implement a plan for recruitment and development of retail businesses and restaurants. The selected vendor shall be required to sign a contract agreement which the City determines to be fair, competitive, and reasonable.

**Minimum Qualifications:**

To be eligible to respond to this Request for Proposal (RFP), the vendor must demonstrate that it has sufficient qualifications, resources, and experience to provide the services described herein. Any respondent that fails to meet all the following minimum qualification requirements may be noted as “non-responsive.” Those qualifications are as follows:

- Vendor shall have a minimum of five (5) years’ experience in retail and restaurant recruitment.
- Vendor shall have a minimum of five (5) years’ experience making outreach to property owners, brokers, developers, retailers, restaurant, and other retail industry players on behalf of their Clients.
- Vendor must demonstrate active participation in the International Council of Shopping Centers and Retail Live.
- Vendor must demonstrate experience in data collection, reporting, and identifying opportunities for the expansion and attraction of new retail sales operations and restaurants.
- Vendor must demonstrate experience with relationships and connections to business and restaurant owners and operators.
- Vendor must have at least ten (10) members of staff with a current Real Estate License.
- Vendor must demonstrate and provide example deliverables for retail businesses and restaurants.

The City is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by the City.

Interested parties must submit a complete copy of their proposal to: City Clerk, 101 Court St., Jackson, Missouri 63755, and be clearly marked on the exterior of the packet as “Retail Development Services RFP.” All sealed proposals must be received by Tuesday, April 1, 2025, at 5:00 PM., CDT. Proposals received after that date and time will not be considered.

## **GUIDELINES FOR PROPOSAL PREPARATION**

Any award of a contract agreement resulting from this RFP will be based upon the most responsive vendor whose offer is the most advantageous to the City in terms of cost, functionality, and other factors as specified elsewhere in this RFP. The City desires to enter in to an agreement with one (1) vendor that can perform all functions requested within this RFP.

The City reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential vendor.
- Accept other than the lowest priced offer if certain factors are met that prove to be advantageous to the City, and
- Award a contract based on initial offers received, without discussions or requests for best and final offers.

Vendor's proposal shall be submitted in several parts as set forth below. The vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for the City's evaluation of the vendor's proposal.

The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Scope and Approach: Retail and Restaurant Analysis and Recruitment
3. Dedicated Project Team
4. Detailed Pricing
5. References
6. Minimum Qualifications

The requirements for each of the above-mentioned sections are outlined herein.

## **DETAILED RESPONSE REQUIREMENTS**

### **I. EXECUTIVE SUMMARY**

This section must be a high-level synopsis of the vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement that identifies the main features and benefits of the proposed work.

### **II. SCOPE AND APPROACH: RETAIL AND RESTAURANT ANALYSIS AND RECRUITMENT**

Include detailed information and technical expertise, by phase. This section should include a description of each major type of work being requested of the vendor. The proposal shall reflect each of the requirements listed in the Scope of Work Section of this RFP.

### **III. DEDICATED TEAM**

Include information on the team that will be interacting with the City.

### **IV. DETAILED PRICING**

Include an investment schedule for a minimum of three (3) years of service.

### **V. REFERENCES**

Provide five (5) current references for similar communities in which the vendor has performed similar work in Retail and Restaurant Recruitment and Analysis.

### **VI. MINIMUM QUALIFICATIONS**

This section must present the criteria identified in the Minimum Qualifications and include proof or examples showing the vendor meets the minimum qualifications.

### **VII. SCOPE OF WORK**

The City is seeking services to develop a plan for the attraction of retail businesses and restaurants to Jackson. The City will work closely with the vendor to enhance business retention, identify City's strengths and weakness and leverage those into a retailer's or restaurant's decision to locate inside the City limits. The vendor shall serve as an extension to the staff.

#### **A. RESEARCH**

1. Identify market retail trade area using political boundaries, drive times and radii and custom boundary geographies
2. Perform market and retail GAP analysis for trade area (i.e. leakage and surplus)
3. Conduct retail peer market analysis
4. Tapestry lifestyles – psychographic profile of trade area / market segmentation analysis
5. Customized retail market guide including aerial map with existing national retailer brands and traffic counts
6. Identification of a minimum of 30 retail prospects to be targeted for recruitment
7. Updates provided on retail industry trends
8. Custom on-demand demographic research – historical, current, and projected demographics – to include market trade areas by radius/drive time, and custom trade area

## **B. REAL ESTATE ANALYSIS**

1. Identify, evaluate, and catalog priority commercial properties for development, redevelopment, and higher and best use opportunities.
2. Identify priority business categories for recruitment and/or local expansion
3. Actively initiate outreach to local brokers and landowners.

## **C. RETAIL AND RESTAURANT RECRUITMENT**

1. Retail and restaurant recruitment plan summarizing all customized analytics, target zones for real estate, retail, and restaurant categories for recruitment focus.
2. Proactive retail and restaurant recruitment for targeted zones.
3. Will contact a minimum of thirty (30) retailers, restaurant owners, brokers, and/or developers.
4. Updates on new activity will be provided to City's designated primary point of contact via Basecamp, telephone, or email on a monthly and/or as needed basis.
5. One (1) market visit per calendar year will be included in the agreement, and any travel outside of the agreement may be approved and paid for by the City.
6. Conference representation and provide updates according to the yearly conference schedule.