



REQUEST FOR PROPOSAL (RFP)



Charleston Area Alliance/City Center Business Improvement District
1116 Smith Street
Charleston, WV 25301
Phone: 304-340-4253

Prepared By: Susie Salisbury, VP Community Development
Date: December 20, 2022

REQUEST FOR PROPOSAL

Charleston Area Alliance/City Center Business Improvement District

SUBMISSION DEADLINE: January 20, 2023 at 4:00 pm

QUESTION SUBMISSION DEADLINE: January 13, 2023 at 4:00 pm

Questions may be submitted in written form no later than January 13, 2023 at 4:00 pm to:

RFP Contact Name: Susie Salisbury
Contact Address: Charleston Area Alliance
1116 Smith Street, Charleston, WV 25301
Telephone Number: 304-340-4253
Email Address: SSalisbury@CharlestonAreaAlliance.org

INTRODUCTION

Charleston Area Alliance invites and welcomes proposals for their City Center Business Improvement District-Addressing the Downtown Opportunity Zone study project. Please take the time to carefully read and become familiar with the proposal requirements. Established in 2021 by its property owners, the City Center Business Improvement District (BID) encompasses multiple blocks within Summers, Washington, Court & Virginia Streets.

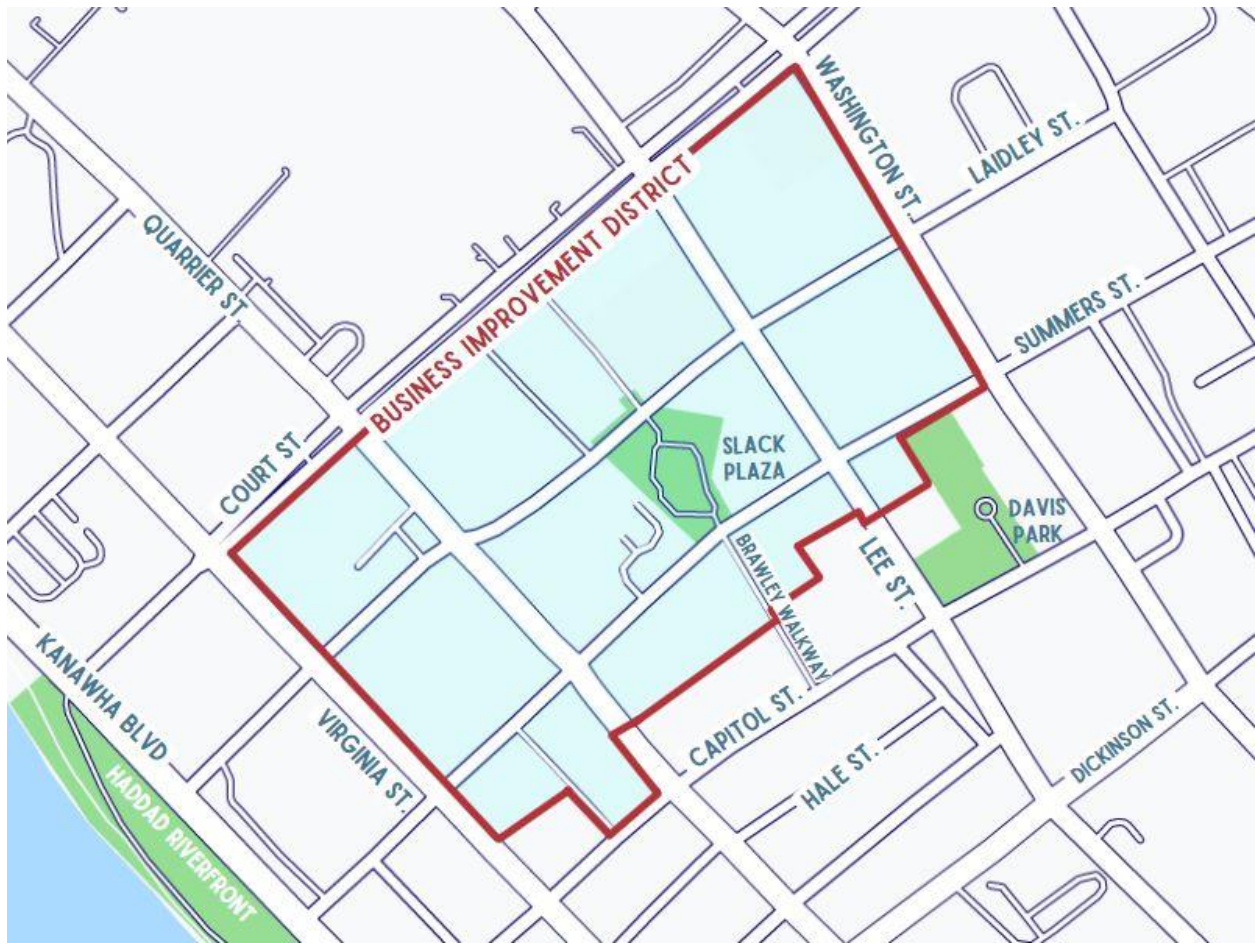
The Business Improvement District (BID) members assess themselves an annual fee in order to invest in strategic projects like public safety, beautification and capital improvements, as well as business development to enhance the targeted downtown area. The Charleston Area Alliance supports the City Center BID through project management and resource development.

All proposals submitted for consideration must be received by the time as specified above under the "SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.

PROJECT AND LOCATION

The request for proposals is being requested for Charleston Area Alliance which is or shall be focused on the City Center Business Improvement District of downtown Charleston. The area is generally bound by Washington Street, Court Street, Virginia Street and Summers Street.



PROJECT OBJECTIVE

The objective and ultimate goal for this project is to provide the City Center Business Improvement District with master planning services to include economic analysis, two feasibility studies for potential property redevelopment, preliminary design for a sustainable environment, create a safe and secure environment, develop a unique character and identity, create community linkages and enhance public and private partnerships.

PROJECT SCOPE AND SPECIFICATIONS

Charleston Area Alliance is seeking consulting services to complete Master Plan and Economic Analysis of the Charleston City Center Business Improvement District.

Consulting team will:

Complete full economic analysis of downtown Charleston.

Identify two properties and complete predevelopment feasibility studies.

Complete preliminary design for sustainable development. Weave sustainable planning, design, preservation and natural resource management practices in all aspects of design

recommendations including but not limited to interpretive signage, wayfinding, Wi-Fi zones and public spaces.

Study and make recommendations on safe and secure environment including potential surveillance system, enhanced lighting and increasing the downtown ambassador program.

Develop a unique business improvement district character through enhanced creative placemaking in public spaces and marketing plan.

Identify and make recommendations for creating community linkages for safe pedestrian access with adjacent traffic generators, community facilities and public spaces.

Identify new public-private partnerships and funding strategies for plan implementation.

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

MILESTONE	DATE
RFP Announcement	December 20, 2022
Proposals due	January 20, 2023 (4:00 pm)
Review of proposals/interviews	January 20 – 30, 2023
Consulting team selected	February 1, 2023
Contract development with specific outcomes and deadlines	February 2-6, 2023
Selected project team begins work	February 13, 2023
Finalize project and submit full report	October 30, 2023

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

Charleston Area Alliance shall award the contract to the proposal that best accommodates the various project requirements. Charleston Area Alliance reserves the right to award the contract to more than one Bidder, and refuse any proposal or contract without obligation to any Bidder offering or submitting a proposal.

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by Monday, January 20, 2023 no later than 4:00 pm for consideration in the project proposal selection process. All proposals should be submitted electronically to Ssalisbury@CharlestonAreaAlliance.Org. If you do receive a confirmation of receipt, please call Susie Salisbury at 304-340-4253.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Overall cost effectiveness of the proposal.

Charleston Area Alliance shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background:

- Bidder's Name(s)
- Bidder's Address
- Bidder's Contact Information (and preferred method of communication)
- Legal Form of Bidder (e.g. sole proprietor, partnership, corporation)
- Date Bidder's Company Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principal officers (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
- Bidder's Federal Employee Identification Number (FEIN)
- Evidence of legal authority to conduct business in West Virginia (e.g. business

license number) for bidder and all sub-contractors.

- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- Three references of previous similar successful work product.

Financial Information:

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

Proposed Outcome:

- Summary of timeline and work to be completed.

Cost Proposal Summary and Breakdown:

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.

Budget for project:

\$117,000 Contracted services

\$13,000 Charleston Area Alliance personnel expenses for project management, community outreach, marketing support, grant administration, etc.

Funding provided by:

US Department of Commerce Economic Development Administration
City Center Business Improvement District