

**REQUEST FOR QUALIFICATIONS:
RETAIL DEVELOPMENT STRATEGY AND MARKETING SERVICES
City of Apopka, Florida**

Overview

The City of Apopka is seeking a qualified vendor to conduct a retail market analysis and develop a retail development strategy that will serve to realize the City's adopted vision for retail development emerging from a recent community-wide visioning process and a regional economic development study.

The analysis shall emphasize three major commercial nodes within City: Wekiva Parkway/Kelly Park Road Interchange Area, Apopka City Center and CRA area, and the environs surrounding a new hospital currently under construction. Other commercial corridors will also be included within the general city-wide analysis. The market analysis must report on the current status of retail in the Greater Apopka area, identify actual spending habits of those already living in or shopping in the area, and select potential retailers that meet the demand of the market as well as the City's vision to showcase distinct, eclectic, innovative retailers that provide an unparalleled and unique shopping experience.

The retail development plan shall include an extensive list of target retailers (as determined in the retail market analysis) and include marketing materials and/or business attraction strategies that can be used by Apopka to draw their interest to the city. The primary purpose for the retail development strategy is to realize recruitment and attraction of desirable retail and restaurant businesses to serve an underutilized and rapidly growing retail market.

APOPKA BACKGROUND

The Apopka is a growing municipality rapidly approaching a population of 50,000 and covering more than 34 square miles. The City's population is anticipated to reach 61,000 by 2020.

Apopka is ideally located northwest of Orlando with key access to major roadways connecting to Florida metropolitan areas. Routes include U.S. Highway 441 and state roads 429 (toll), 414 (toll) and 436 (non-toll). These highways provide direct connections to nearby Florida's Turnpike and Interstate 4 to the east and south of the city. Apopka's road network serves as a major transportation hub to the rest of Florida. The city is just 95 miles to Tampa, 140 miles to Jacksonville and 250 miles to Miami.

Significantly, completion of the Wekiva Parkway (begun in June 2015) by 2021 will re-direct much of Disney-bound traffic from I-4 through Apopka, bringing it to key cross road intersects with Kelly Park Road, U.S. 441, and Ocoee-Apopka Road.

In 2015 a community-wide visioning program was led by the City's Mayor and a consulting firm. After extension public input at numerous community forums with both residents and business leaders, a latent demand for quality retail and restaurants emerged as a desired and prominent community need.

SCOPE OF WORK

The City of Apopka seeks a retail market analysis and retail development plan that will function to implement the City's adopted vision for retail development:

Apopka residents express a desire for distinct, eclectic, innovative retailers that provide an unparalleled and unique shopping experience.

The scope of work includes the following:

- Review and report on the current status of retail in the City of Apopka including, but not limited to, land use, space allocation, vacancies, lease/rental rates, current retail mix and planned developments. Reports should break down inventory according to the three distinct commercial nodes – Town Center, Kelly Park Road\Wekiva Parkway, and New Market (new Florida Hospital area) – as well as community-wide perspective.
- Define primary, secondary and potentially tertiary trade areas. Trade areas should be identified with consideration of population, proximity to other competing business districts, destination attractions, traffic patterns, drive-times, retail mix, store sizes and sales volumes, and actual customer data. Data derived from actual customer spending in the City of Apopka is referred.
- Develop customer profiles. The customer profile information should include detailed demographics, lifestyle segmentation data, actual customer spending habits, and any other information deemed pertinent by the selected contractor.
- An analysis of the trade areas should be completed to identify new potential customers and additional market sales potential derived from the customer profile data and actual market supply and demand data.
- Identify at least three peer cities. Peer cities should be identified that have similar customer profiles and have a successful retail market to serve as potential models for a strategic retail development plan. Where appropriate, an analysis of incentives offered by the city and/or private property owners or businesses that contributed to the city's retail success shall be provided.

- Develop a proposed retail development plan. The City seeks a strategic retail development plan that serves to realize the City's adopted vision for retail development, meets the demand of the market, and considers the characteristics of the customers within the identified trade areas. The plan should identify retail categories, niches, and specific retail stores within those groupings to target for marketing. The list of specific target retail stores should be extensive. The strategy should also identify specific potential locations and spaces for targeted retail that considers all data gathered.
- Create a marketing and recruitment strategy that can be immediately implemented to market and attract preferred targeted retail establishments, meet the goals of the retail development plan, and attract targeted retail, including restaurants to the City of Apopka. Marketing packages should each be tailored to a specific retailer that is suggested for the City. The package should have comprehensive information on the trade area, customer profile, demographics, potential locations, city amenities, city history/culture/brand, tax information, leasing rates, relevant incentive programs, parking, infrastructure, projected sales data, and any other information deemed pertinent by the contractor.
- Report on all data sources used in the final deliverables and identify how the information can be obtained on an ongoing basis and at what additional cost, if any, to create future sample marketing packages.

DELIVERABLES

- Apopka Retail Market Analysis
- Apopka Retail Development Plan
- Apopka Strategic Marketing and Recruitment Strategy
- Hard copies and electronic copies of the Analysis, the Development Plan, Recruitment Strategy, and Marketing Materials

SUBMITTED WITH QUALIFICATIONS

1. A brief history of your organization
2. The qualifications of personnel who will be responsible for directing operations
3. A sample contract relevant to this scope of work
4. Listing of at least (3) client references for similar projects within the past (5) years, including:
 - a. Client name and address
 - b. Itemized dollar value of project
 - c. A statement of whether or not all deliverables were provided within budget with necessary explanations
 - d. Samples of work, such as screenshots or printouts

5. Examples of successful recruitment strategies yielding new retail\restaurant commitments
6. Work plan\scope of services - summary of recommended approach to accomplish the work of this request (limit 4 pages)
7. Proposed project task schedule, from start to completion
8. Fee quotation and project budget for the services outlined in this request. Project budget will be organized according to key project tasks. If any additional services are proposed by your company, please outline these and their costs as separate from those services requested in this RFQ.

COMPENSATION: Initial tasks may be based on work less than \$25,000 to comply with purchasing requirements.

TENTATIVE TIMELINE

1. January 4, 2015 – Qualifications due by 3:00 p.m. EST
2. January 8– 2015 – Review Submitted Qualifications and Commence Negotiation of Work Program and Budget with Selected Consultant
3. On or before January 19, 2016 – Finalist announced and presented at the City Commission meeting
5. February 15, 2016 – Commence contract
6. Project completion and implementation – to be determined in the consultant contract

CONTACT POINT

Questions should be direction to:
Mr. Glenn Irby, City Administrator
Phone: 407-703-1750
Email: girby@apopka.net