



**REQUEST FOR EXPRESSION OF INTEREST  
FOR  
“DOWNTOWN RETAIL CONSULTANT ”  
RFEI #DRC-039-060712**

The City of Torrington is issuing this Request for Expressions of Interest (RFEI) to review and prepare with a downtown retail consultant a retail and entertainment strategy for the downtown district. Over the last several years a number of initiatives have created a spur of downtown activity. This has created a need for a comprehensive evaluation of the downtown’s current strengths and opportunities for continued growth, as well as, the development of a strategy to ensure the continued success of this key area of the city. The overall goal for this project is to assist in the stabilization and retention of current businesses, and to foster the economic health of the downtown’s current tenants and downtown businesses. The city would also like to receive clear guiding parameters for the attraction of complimentary tenants. The strategy developed with this project will also serve as an important reference for private building owners to assist with filling vacancies as the economy continues to improve. The strategy should include a study of the existing operations and vacancies with the downtown core, a market analysis, meetings with key stakeholders, recommendations for new development activities, recommendations for tenant attraction.

Significant consideration will be given to proposals that demonstrate a proven history of similar assessments, as well as a successful implementation of recommendations.

This will not be a public opening.

Respondents are requested to submit their ideas, product literature, company background information, references and any other pertinent data. The Respondent’s submittal shall include an original, four (4) copies (in addition to the hard copy) and shall be delivered to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours by no later than 11:00 AM, June 7, 2012 . Submittals received after this date and time will not be accepted. Sealed envelope(s) should be clearly marked: **”RFEI #DRC-039-060712, Request for Expression of Interest for Downtown Retail Consultant”**. In the case where City Hall is closed for weather related or some other emergency related circumstance, then submittals shall be due the next day when City Hall reopens for business, no later than 11:00 AM on that day.

All questions must be submitted by May 28, 2012 by 2:00 PM. All questions must be submitted by email to the Purchasing Agent at [pennie\\_zucco@torringtonct.org](mailto:pennie_zucco@torringtonct.org). Questions will be answered and will be posted on the City of Torrington website. Respondents mailing packets should allow for normal delivery time to ensure timely receipt of their bids.

This RFEI does not commit the City of Torrington to select any Respondent or enter into any contract agreement. The City of Torrington reserves the right to accept or reject any or all RFEIs; to waive any informalities, and if it is deemed to be in the public’s best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFEI, to request additional information from some or all Respondents, or to issue a formal Request for Proposal. The City of Torrington reserves the right or to accept any bid deemed in the best interests of the City of Torrington.

The City shall not incur any costs for the preparation of the submitted proposals for the City's review. Only retail consultants that specialize in downtown revitalization will be considered.

The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER  
MBE's, WBE's and SBE's ARE ENCOURAGED TO APPLY

CITY OF TORRINGTON

Pennie Zucco  
PURCHASING AGENT

Dated: May 18, 2012



## **SUBMITTAL REQUIREMENTS**

### **REQUEST FOR EXPRESSION OF INTEREST FOR “DOWNTOWN RETAIL CONSULTANT” RFEI #DRC-039-060712**

#### **INTRODUCTION**

The City of Torrington is looking for a comprehensive evaluation of Downtown’s current strengths and opportunities for continued growth, as well as the development of a strategy to ensure the continued success of this key area of the City. This long-term strategy (Downtown Strategy) would assist the Economic Development Office as well as private property owners, to identify and strengthen the Downtown market niche and make it a vibrant destination and focal point of arts, entertainment and retail opportunities.

In an effort to foster the economic health of the current tenants and downtown businesses, the Economic Development Office should have clear guiding parameters for the attraction of complimentary tenants, which the Downtown Strategy should provide. The Downtown Strategy will also serve as an important reference for private building owners to assist with filling vacancies as the economy continues to improve.

This detailed strategy should include a study of the existing operations and vacancies within the Downtown core, meetings with key stakeholders, development of recommendations for new development activities, recommendations for tenant attraction and development of short and long term management and leasing strategies for publicly-owned retail space.

Because of the positive impact the Downtown Strategy could have on the revitalization and long-term health of Downtown Torrington, significant consideration will be given to proposals that demonstrate a proven history of similar assessments, supportive testimonials of highly-respected tenants and developers, as well as successful implementation of recommendations.

The purpose of the RFEI is to:

- 1) Assist in the stabilization and retention of current businesses, and to foster the economic health of the downtown’s current tenants and downtown businesses;
- 2) Receive clear guiding parameters for the attraction of complimentary tenants.
- 3) Gauge the interest in the vacant store fronts and identify an organization or individual who would ultimately execute a rental/lease agreement with the private building owners.
- 4) Significant consideration will be given to proposals that demonstrate a proven history of similar assessments, as well as a successful implementation of recommendations.

#### **SUBMISSION REQUIREMENTS AND PROCESS**

The City of Torrington invites all qualified interested parties to respond to this Request for Expression of Interest. Responses to the RFEI are public documents and will be utilized by the City to possibly proceed to a contract with a downtown retail consultant. All Respondents are encouraged to submit a comprehensive information package.

Respondents to this RFEI understand that information they provide may be used in whole or in part by the City. Response to this RFEI does not legally bind the respondent to the City in any way, nor the city to the respondent. All submissions are welcome and due by 11:00 AM, June 7, 2012 at the City of Torrington, Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790. Please submit one original, four (4) copies. No fax or email transmissions will be accepted. Sealed envelope(s) should be clearly marked: **RFEI #DRC-039-060712, Request for Expression of Interest for Downtown Retail Consultant**". In the case where City Hall is closed for weather related or some other emergency related circumstance, then submittals shall be due the next day when City Hall reopens for business, no later than 11:00 a.m. on that day. Any questions must be submitted by 2:00 PM on May 28, 2012. All questions shall be submitted by email to the Purchasing Agent, pennie\_zucco@torringtonct.org. Questions will be answered through an addendum and will be posted on the City of Torrington website. Potential respondents should check the city's website 48 hours before the RFEI opening. Respondents mailing packets should allow for normal delivery time to ensure timely receipt of their bids. Late submissions will not be accepted.

The City of Torrington reserves the right to accept or reject any or all RFEIs; to waive any informalities, and if it is deemed to be in the public's best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFEI, to request additional information from some or all Respondents, or to issue a formal Request for Proposal. The City of Torrington reserves the right or to accept any proposal deemed in the best interests of the City of Torrington.

The City shall not incur any costs for the preparation of the submitted proposals for the City's review. Only retail consultants that specialize in downtown revitalization will be considered.

The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

### **SCHEDULE**

The City wishes to have the Downtown Strategy completed within two months of commencement. Please acknowledge stated timeframe to complete all deliverables and/or provide an alternative detailed project schedule with a end date of September 30, 2012.

### **SCOPE OF WORK**

The selected firm will prepare, in consultation with the Agency, a Downtown Retail and Entertainment Strategy as described above. Selected firm will provide an outline expressing the Consultant's understanding of the request and summarizing the basic approach, to provide these services.

Deliverables will include:

- 1) Meetings with key stakeholders to include the City of Torrington, key downtown retail and restaurateurs, and Torrington Downtown Partners at a minimum
- 2) An analysis of Torrington's Downtown core, including a detailed study of the existing operations and vacancies, along with specific examples of the tenant types that would be the best fit in the area
- 3) An achievable leasing strategy for both short and long term, along with timeline parameters for implementation
- 4) Provide a list of specific tenants that we should be targeting (both large and small format); the list should also include tenant-types that we should *not* be attracting, both short and long term, and that could be detrimental to the future health of our downtown

### **REUSE OBJECTIVES**

- 1) The Consultant shall provide a detailed list of similar projects worked on for other clients, including project description, services provided, length and outcome of project.
- 2) The Consultant shall provide at least two (2) project examples, two of which shall include references from clients for whom services have been performed. The references shall include name, addresses, and telephone numbers of the clients for whom prior work was performed.
- 3) Consultant shall identify itself as to the type of organizational entity (corporation, sole proprietorship, partnership, joint venture, etc.). Members of the Consultant's professional team (managers, contact person, etc.) should be identified by name and title, and should include contact phone numbers
- 4) Provide a statement of qualifications and resume of all personnel that will be performing services for Consultant. Statement must include:
  - Name and title
  - Description of education
  - General experience, including total years in specialty experience
  - Specialized education and training related to specialty area
  - Any certifications, professional designations, or other information that will assist in evaluating qualifications

### **ESTIMATE OF CONSULTANT FEE**

The proposal shall include a full description of all fees proposed by the Consultant for performing all the services to be provided as outlined in the Scope of Work. Compensation will be based on successful completion of the deliverables and the fee schedule must reflect costs to complete each component. **The City does not contract on a time and materials basis for initial listed deliverables/milestones.**

### **COVER LETTER**

The cover letter shall: (1) confirm that all elements of this RFEI have been reviewed and understood, (2) include a statement of intent to perform the services as outlined, (3) express Consultant's willingness to enter into an Agreement under the terms and conditions prescribed in this RFEI.

#### Contact Information

- a. Full name and business/occupation of all member(s) of the response team
- b. Primary contact person within the team. Provide telephone number, fax number, email and mailing address for the primary contact person
- c. Provide the Company's contact person's email address and telephone number
- d. The Respondent shall submit the requested data
- e. All proposals shall be signed by a duly authorized representative of the Consultant. The name and mailing address of the individual executing the proposal must be provided.

Respondents with concepts deemed the most compelling, fiscally viable, and most in the public interest may be invited to interview with City staff prior to submission of a final proposal/reused offer to the City of Torrington City Council. Submissions will be reviewed by the City before previewing the submissions to the public.

### **PROPOSAL EVALUATION CRITERIA**

The City will review the most qualified Consultant available for these services. It is imperative that the Consultant's proposal fully addresses all aspects of the RFEI. It must clearly express the Consultant's understanding of the City's specific requirements and indicate the Consultant's qualifications to conduct these services in a thorough and efficient manner.

The following criteria shall be used in evaluation of the Consultant's offer of services:

- a. Experience in providing analysis and design services on similar projects,
- b. Consultant's experience in conducting assignments of similar scope,
- c. Methodology to be employed in conducting these services,
- d. Consultant's support organization, accessibility and quality assurance methods for optimizing staff utilization,
- e. Conciseness and clarity in understanding the City's needs and defining a work plan,
- f. Price, and
- g. Schedule compatibility with the office of Economic Development.

Questions about this request and submissions should be directed to:

**Technical Questions**

Rose Ponte  
Director of Economic Development  
City of Torrington  
140 Main Street  
Torrington, CT 06790  
[rose\\_ponte@torringtonct.org](mailto:rose_ponte@torringtonct.org)

**Administrative Questions**

Pennie Zucco  
Purchasing Agent  
City of Torrington  
140 Main Street  
Torrington, CT 06790  
[pennie\\_zucco@torringtonct.org](mailto:pennie_zucco@torringtonct.org)

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