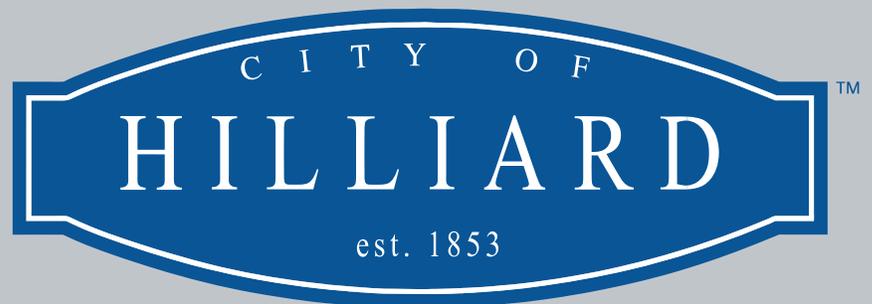




# REQUEST FOR PROPOSAL

## Hilliard Recovery and Economic Development Strategy



**REQUESTED WORK:**

The City of Hilliard, Ohio is seeking proposals from firms experienced and knowledgeable in preparing an economic development recovery and strategic plan for municipalities.

**ISSUED BY:** City of Hilliard  
3800 Municipal Way  
Hilliard, Ohio 43026

**DATED:** Friday, September 3, 2021

**DATE DUE:** Proposals will be received by the City until  
5 pm E.S.T. on Monday, October 4, 2021

**I. INTRODUCTION AND BACKGROUND**

The City of Hilliard is the nexus of friendly, small town living and big city opportunities and is an integral part of the Columbus Region. Rated number one for job, population, wage and GDP growth in the Midwest, the Columbus Region offers access to a growing potential workforce of one million people and unique opportunities for any developing company. Hilliard is at the epicenter of the Columbus Region, conveniently located along I-270 with easy access to I-70 and I-71, and is only 20 miles to the John Glenn International Airport. Hilliard is a rapidly growing City with a population of nearly 38,000 and median household income is \$97,485

Despite the impact of the COVID-19 pandemic, 2020 ended as a strong year for new development and company expansions in the City of Hilliard. The vacancy rates for office, industrial and retail properties are below regional averages and new construction is needed to accommodate these growth areas. Amazon Data Services selected Hilliard for the construction of two new data center facilities. Avid Hotel and Marriott TownePlace Suites completed construction of two new hotels that will add 178 new rooms for visitors to our community.

The City of Hilliard constructed a \$3.5 million fiber optic infrastructure project that can be leveraged to attract new investments in technology and advanced manufacturing. Converge Technologies selected Hilliard for its concept to help startups and commercialize new inventions. As a result of the City's investments in the Old Hilliard area, several new private redevelopment projects have helped transform Old Hilliard into a destination for our community. Most recently, the Center Street market anchored by Crooked Can Brewery completed construction on a brewery, multi-vendor market and event space.

Beginning Jan. 1, 2020, the City of Hilliard began operating under a Council/City Manager form of government. The City's last economic development plan was completed over 20 years ago and its comprehensive plan is 10 years old. The City of Hilliard is soliciting Request

for Proposals (RFP's) from a qualified consultant or team to lead the City in the preparation and adoption of an economic development recovery and strategic plan (the "Strategy").

## **II. OBJECTIVES**

Concurrently with this Strategy, the City is also undertaking a comprehensive plan update. These plans will provide a pathway that we can follow to overcome the diverse and challenging situations we face currently with the loss of a major employer, improve economic resiliency and aid in the recovery from COVID-19 losses. The City seeks a plan that will provide guidance and serve as a framework for economic development for several years into the future. The consultant will be coordinating with the comprehensive plan team to ensure that our land use policies support the targeted industries identified in the Strategy.

Responses should consider the priority objectives listed below. The City is open to suggestions other than those items listed. Modifications to better meet project objectives may be provided, and will be evaluated as part of reviewing the firm's understanding and proposed approach.

- Improving the community's economic resiliency and recovery;
- Expanding the partnership with entities, such as the Hilliard City School District and career center, to help improve the pipeline of talent and develop in-demand skills for our employers;
- Attracting technology-based employment
- Sustainability

## **III. DELIVERABLES**

The consultant will be expected to deliver a completed Strategy that contains the following desired components. The City is open to suggestions other than those items listed. City staff will finalize the scope of work with the selected consultant prior to contract authorization. Modifications to better meet project objectives may be provided, and will be evaluated as part of reviewing the firm's understanding and proposed approach. Deliverables must be concise and visual.

### **Evaluation of Current Conditions**

- Market Analysis & Location Assessment
- Stakeholder Interviews
- SWOT Analysis
- Site and building inventory analysis
- Incentive benchmarking
- Analysis of current economic development tools, policies and procedures
- Project review and approval processes

### **Economic Development Recovery & Strategic Plan**

- Executive summary of findings

- Discuss strategies, tools and implementable recommendations to improve the economic resiliency of the City
- Targeted industry sector recommendations
- Marketing assessment
- Assist the City in developing an implementation plan

### **Presentation of Key Findings and Recommendations**

## **IV. SUBMITTAL REQUIREMENTS**

### **Questions**

All questions regarding this RFP shall be submitted via e-mail to:

David Meadows  
Economic Development Director  
[dmeadows@hilliardohio.gov](mailto:dmeadows@hilliardohio.gov)

Questions are due by 5:00 EST, Thursday, September 30, 2021. Responses will be posted to the City of Hilliard website at <https://hilliardohio.gov/publicbids> as they are received.

### **Submittal**

Completed proposals are due by 5:00 EST on Monday, October 4, 2021. Proposals may be submitted through Bid Express at [www.bidexpress.com](http://www.bidexpress.com), hard copy or by e-mail to:

David Meadows  
Economic Development Director  
3800 Municipal Way  
Hilliard, Ohio 43026  
[dmeadows@hilliardohio.gov](mailto:dmeadows@hilliardohio.gov)

### **Proposal Format**

1. PDF or hard copy
2. The proposal including the following shall be no more than 20 pages
  - a. Resumes or bios of the consultant project team
  - b. Project timeline
  - c. References
3. Sample of similar work (this does not count towards the 20 page limit)

### **Evaluation Criteria**

1. Consultant's experience and past performance on similar projects (35 points)
2. Project team background and qualifications (20 points)
3. Understanding of the project, approach, timeline and cost (30 points)
4. Quality, visual presentation and accuracy of RFP response (15 points)

## **Selection Process**

Proposals will be evaluated by an internal city review team. At the sole discretion of the City, virtual interviews may be requested for short-listed applicants. The final decision and contract execution is expected to occur in October 2021.

No guarantee of award is made with this solicitation. The City reserves the right to award the work described herein in whole or in part, based upon available funds and other criteria as determined by the City in its sole discretion.

Submittals are not returnable and will become the property of the City of Hilliard. Please be advised that once submitted, they become “public record” and are available to all for inspection and copying, upon request.

## **V. TERMS AND CONDITIONS**

### **LEGAL STATUS OF RESPONDENT**

The City requires that the consultant complete a Legal Status of Respondent form. A contract may not be awarded to the selected consultant unless and until the City’s Director of Finance has reviewed the Legal Status form and determined that information provided deems the respondent eligible to contract for services with the City. A copy of the Legal Status of Respondent Form is attached and shall be included with the RFP response.

### **CONFLICT OF INTEREST DISCLOSURE**

The City requires that the consultant complete a Conflict of Interest Disclosure form. A contract may not be awarded to the selected consultant unless and until the City’s Director of Law has reviewed the Disclosure form and determined that no conflict exists under applicable federal, state, or local law or administrative regulation. Not every relationship or situation disclosed on the Disclosure Form may be a disqualifying conflict. Depending on applicable law and regulations, some contracts may be awarded on the recommendation of the Director of Law after full disclosure, where such action is allowed by law, if demonstrated competitive pricing exists and/or it is determined the award is in the best interest of the City. A copy of the Conflict of Interest Disclosure Form is attached and shall be included with the RFP response.

The City reserves the right to award the total proposal, to reject any or all proposals in whole or in part, and to waive any informality or technical defects if, in the City’s sole judgment, the best interests of the City will be so served. This RFP and the selected consultant’s response thereto, shall constitute the basis of the scope of services in the contract by reference.

### **ADDITIONAL PROVISIONS**

1. **Good Faith.** This RFP has been compiled in good faith. The information contained within is selective and subject to updating, expansion, revision and amendment by the City.
2. **Equal Employment Opportunity.** The City of Hilliard does not discriminate in employment opportunities or practices based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic disposition, or any other characteristic protected by law.
3. **Not an Award.** Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between the City and any other party, save for a formal written contract, properly executed by both

- parties.
4. Property of the City of Hilliard. Responses to this RFP will become the property of the City, and will form the basis of negotiations of an agreement between the City and the apparent successful Consultant.
  5. IRS Form W-9. The selected consultant will be required to provide the City of Hilliard an IRS form W9.
  6. Errors in Proposals. The City will not be liable for any errors in Consultant proposals.
  7. City not Liable for Costs. The City is not liable and will not be responsible for any costs incurred by any Consultant(s) for the preparation and delivery of the RFP responses, nor will the City be liable for any costs incurred prior to the execution of an agreement, including but not limited to, presentations by RFP finalists to the City. The liability of the City is limited to the terms and conditions outlined in the Agreement. By submitting a proposal, consultant agrees to bear all costs incurred or related to the preparation, submission, and selection process for the proposal.
  8. Reservation of Rights
    - a. The City reserves the right in its sole and absolute discretion to accept or reject any or all proposals, or alternative proposals, in whole or in part, with or without cause.
    - b. The City reserves the right to waive, or not waive, informalities or irregularities in terms or conditions of any proposal if determined by the City to be in its best interest.
    - c. The City reserves the right to request additional information from any or all consultants.
    - d. The City reserves the right to reject any proposal that it determines to be unresponsive and deficient in any of the information requested within RFP.
    - e. The City reserves the right to determine whether the scope of the project will be the entire scope described in the RFP, a portion of the scope, or a revised scope.
    - f. The City reserves the right to select one or more consultants to perform services and to award the entire scope or any portion of the scope to such consultant(s) in the City's sole discretion.
    - g. The City reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the consultant of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted.
    - h. The City reserves the right to disqualify proposals that fail to respond to any requirements outlined in the RFP, or failure to enclose copies of the required documents outlined within RFP.
    - i. The City reserves the right to make an award without further discussion of the proposal submitted, pending execution of final contracting forms.
    - j. The City reserves the right to terminate or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time.

## **VI. ATTACHMENTS**

Attachment A: Legal Status of Respondent

Attachment B: Conflict of Interest Disclosure

## ATTACHMENT A: LEGAL STATUS OF RESPONDENT

(The Respondent shall fill out the appropriate provision and strike out the remaining ones.)

The Respondent is:

- A corporation organized and doing business under the laws of the State of \_\_\_\_\_, for whom \_\_\_\_\_ bearing the office title of \_\_\_\_\_, whose signature is affixed to this proposal, is authorized to execute contracts on behalf of respondent.
- A limited liability company doing business under the laws of the State of \_\_\_\_\_, for whom \_\_\_\_\_ bearing the office title of \_\_\_\_\_, whose signature is affixed to this proposal, is authorized to execute contract on behalf of the LLC.
- A partnership organized under the laws of the State of \_\_\_\_\_ and filed with the County of \_\_\_\_\_, whose members are (attach list including street and mailing address for each.)
- An individual, whose signature with address, is affixed to this RFP.

Respondent has examined the basic requirements of this RFP and its scope of services, including all Addendum (if applicable) and hereby agrees to offer the services as specified in the RFP.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

Contact Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## ATTACHMENT B: CONFLICT OF INTEREST DISCLOSURE

All Consultants interested in conducting business with the City of Hilliard must complete and return the Consultant Conflict of Interest Disclosure Form in order to be eligible to be awarded a contract. Please note that all Consultants are subject to comply with the City of Hilliard’s conflict of interest policies as stated within the certification section below.

If a Consultant has a relationship with a City of Hilliard official or employee, an immediate family member of a City of Hilliard official or employee, the Consultant shall disclose the information required below.

1. No City official or employee or City employee’s immediate family member has an ownership interest in Consultant’s company or is deriving personal financial gain from this contract.
2. No retired or separated City official or employee who has been retired or separated from the City for less than one (1) year has an ownership interest in Consultant’s Company.
3. No City employee is contemporaneously employed or prospectively to be employed with the Consultant.
4. Consultant hereby declares it has not and will not provide gifts or hospitality of any dollar value or any other gratuities to any City employee or elected official to obtain or maintain a contract.
5. Please note any exceptions below:

Conflict of Interest Disclosure*	
Name of City of Hilliard employees, elected officials or immediate family members with whom there may be a potential conflict of interest.	<input type="checkbox"/> Relationship to employee <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <input type="checkbox"/> Interest in Consultant’s company <input type="checkbox"/> Other (please describe in box below)

\*Disclosing a potential conflict of interest does not disqualify Consultants. In the event Consultants do not disclose potential conflicts of interest and they are detected by the City, Consultant will be exempt from doing business with the City.

I certify that this Conflict of Interest Disclosure has been examined by me and that its contents are true and correct to my knowledge and belief and I have the authority to so certify on behalf of the Consultant by my signature below:		
Consultant Name	Consultant Phone Number	
Signature of Consultant Authorized Representative	Date	Printed Name of Consultant Authorized Representative