

HAMTRAMCK ECONOMIC DEVELOPMENT STRATEGIC (EDS) PLAN

REQUEST FOR PROPOSALS

RFP Release Date: June 26, 2023

Proposal Due Date: July 24, 2023

PROJECT SUMMARY

The City of Hamtramck is seeking a qualified firm to produce an Economic Development Strategic (EDS) Plan. The consultant firm will conduct market research, explore workforce needs, and evaluate other economic initiatives in order to produce an actionable three-year plan that also includes some 10-year goals.

The consultant will work directly with the Hamtramck Community and Economic Development (CED) Manager, Economic Recovery Coordinator, and city staff to develop a plan that will help the city foster collaboration, economic resilience and attract investment.

The plan should be actionable. This plan will be implemented by a full-time Economic Recovery over a period of three years. The plan must include a tool to allow for an assessment of the plan's effectiveness.

The maximum cost of the bid is limited to \$90,000. and The draft Strategic Plan must be complete by March 18, 2024 and final plan complete by September 16, 2024.

The plan should look at Hamtramck's unique strengths and weaknesses, and be relevant to the city's needs, economy and people.

PROJECT BACKGROUND

Hamtramck is a diverse and vibrant city with a growing population of residents from all over the world, including Yemen, Bangladesh, Poland and Pakistan. Twenty-four percent of the population identifies as Asian and 9.8% as Black. The population of foreign-born occupants is 40.3%, with 71.1% speaking languages other than English in the home. The Median Home Income is from 2016 to 2020 was \$29,230, 45% lower than the national average. Forty-seven percent of the population classifies as being in poverty.

In the spring of 2023, the City of Hamtramck was awarded an Economic Adjustment Assistance grant by the Economic Development Administration (EDA). The award supports the work to hire a consultant to produce an Economic Development Strategic (EDS) plan and hire an Economic Recovery Coordinator to oversee the development and implementation of the plan.

PROJECT OVERVIEW

A successful EDS plan will create a locally specific roadmap for economic recovery that outlines Hamtramck's economic issues and opportunities as well as specific steps for improving the city's economic resilience. The plan will focus primarily on actionable steps over a three-year horizon, but will tie these steps to longer term (10-year) goals. The plan should aim for visible improvements in economic development, increases in sales and tourism, land redevelopment, tax base (property tax) expansion, and growth in high-paying jobs in Hamtramck.

The EDS plan may consider, but is not limited to addressing: improving economic growth along Hamtramck's multiple business corridors, improving the industrial sector in Hamtramck (may include brownfield redevelopment projects), retaining existing businesses, helping current businesses expand, identifying productive uses of city-owned land, and updating land-use and zoning policy. It may also include reviewing current development incentives such as façade grants, the City's OPRA policy, and other development incentives.

It is anticipated that strategies and goals from the Development Toolkit (<https://www.miplace.org/developers/>), Michigan Main Streets program, SEMCOG's Increasing Shared Prosperity for a Resilient Economy, and other regional plans may be incorporated into the EDS plan, if applicable.

The consulting firm will work directly with the Community and Economic Development Department in the City of Hamtramck. Other potential partners include a stakeholder group, the City Manager, The Hamtramck DDA, City Council, and various city departments as needed.

The following is the ideal timeline for this project:

Project Schedule (implementation dates & activity milestones):	Implementation Dates/Activity Milestones
City staff to Review RFP	July 2023
City staff to Award Bid	August 2023
Kickoff Meeting with CED Department & Stakeholder Group	August 2023
Consultant to Submit Version 1 of EDS Strategy	March 2024
Consultant to Present to Stakeholder Group	March – April 2024
Present Final Plan (Version 2) to Stakeholder Group & then City Council	September 2024
Final Meeting with CED Department & Stakeholder Group	September- October 2024

PROJECT EXPECTATIONS

City staff, known as the "Project Team", will complete the following tasks:

- Provide the consultant team with background materials for the project including:
 - The 2020 Master Plan
 - Information on vacant parcels that are for sale by the City of Hamtramck
 - An assessment of the DDA, completed by JB and Associates

- Redevelopment Ready Communities guidelines and next steps
- Information on current tax incentives, including the city's OPRA Policy, and a CED report on the existing tax incentive strategies
- Information on some of the vacant industrial sites in Hamtramck
- Information on the Dickerson Jail site, slated to be bid out for redevelopment (owned by Wayne County)
- Organize an initial meeting to give an overview of current economic development issues and opportunities in the City of Hamtramck
- Meet with the consultant team monthly and as needed

Consultant Team will:

- Meet monthly with CED Project Team, and as needed.
- Develop a tangible economic development plan for the city. This plan shall be detailed and specific, with three-year implementation steps for the Economic Recovery Coordinator. It may:
 - Identify the city's strengths and opportunities and consider how the city can make the most of its assets
 - Provide a plan to improve the main commercial corridors including lowering the commercial vacancy rate and attracting new businesses that fulfil unmet needs
 - Determine what is needed to make the city more attractive to visitors and recommend key capital improvement plan projects for parks, parking, or other visitor focused facilities
 - Research retail gaps in the city and include information on what types of businesses are lacking in Hamtramck
 - Conduct a study to determine city media and website needs and specify site specific improvements
 - Review brownfield redevelopment opportunities and best next steps to attract businesses to redevelop key sites and determine which steps the city must take to get these sites primed for redevelopment
 - Recommend placemaking opportunities for the City of Hamtramck, providing specific guidance on ways to make public spaces that improve urban vitality.
 - Audit the city's economic incentives policies, including ORPE & IFE, and make recommendations for policy changes
 - Identify revenue generation ideas for the City of Hamtramck
 - Provide guidance on economic development options for city-owned land
 - Provide guidance on restarting a Façade Grant program in the City of Hamtramck
 - Research workforce needs in the city and identify opportunities for workforce development
 - Review opportunities for assisting businesses in Hamtramck which are looking to expand
- Develop an assessment tool for the plan's implementation.
- Suggest additional areas of focus based on the strategy planning process

SPECIFICATIONS: Economic Development Strategic Plan

- **OVERVIEW**
 - Total cost cannot exceed \$90,000.

- Plan must be directly actionable by the Community and Economic Development staff over the following three years, with a specific focus on projects and action items that can be implemented by the Economic Recovery Coordinator
 - Cultural thoughtfulness – attention to the multiple historical and present-day communities in Hamtramck
 - Consultant should become aware of and consider existing conditions and projects, such as the Joe Louis Greenway Project, the Dickerson Detention Site (potential redevelopment), and the Hamtramck Residential Lot Sale Program
- **DELIVERABLES**
 - Conducting market research & sharing information with staff at the monthly meeting
 - Present EDS Plan (Version 1) to Stakeholder Group / CED Staff in accordance with Project Schedule
 - Present EDS Plan (Final Version) to CED staff and then City Council in accordance with Project Schedule
 - Submit billings to CED Staff in accordance with grant requirements.
 - Publish a digital copy of the final plan and two print copies of the final plan

INSTRUCTIONS FOR PROPOSALS

PROPOSAL REQUIREMENTS

The proposal shall be written in 8 1/2," X 11" format. A total of three (3) hard copies plus one electronic pdf copy must be received no later than **July 24th, 2023, by 10:00am**. The proposal shall be no more than 30 pages, including references, project sheets and hourly rates.

Proposals received after this deadline may not be considered. All costs incurred for proposal preparation, presentation or contract negotiation shall be the responsibility of the consultant. Questions regarding specifications or handling of proposals shall be directed to Community and Economic Development Director Karolynn Faulkner at kfaulkner@hamtramckcity.com or 313-800-5233 ext. 332.

Proposals shall be delivered in sealed envelope to the City Clerk's office at the following address:

**City of Hamtramck
Clerk's Office
3401 Evaline Street
Hamtramck MI 48212**

PROPSALS MUST CLEARLY BE LABELED **"HAMTRAMCK ECONOMIC DEVELOPMENT STRATEGIC PLAN"**

PROPOSAL FORMAT

Proposals shall include the following information:

1. Cover Letter.
2. Company Background.
3. The office location where work associated with the project would be performed.
4. A description of the range of services provided by your firm. Specify any area of expertise the firm has, or members of the firm that have special qualifications related to this project.
5. Professional Staff that would be assigned to this project.
6. Experience and References. Provide descriptions of prior experience with similar communities. For each project or client, include the name, title and telephone number or email address of a representative that the city may contact to discuss your experience.
7. Availability. Include your proposed procedure for being available for staff and the public who may need to contact you regarding design questions or processes/procedures. Describe how your firm and staff will be available, whether by phone, email, or other means.
8. Fees. The hourly rate should detail the rate for each type of service to be provided. Include total maximum cost of project.
9. Indicate your ability to match the timeline described above, and an alternative timeline if necessary.
10. Scope of work. Indicate your ability to meet the described scope of work.
11. Insurance. Contractor must provide proof of insurance and maximum liability amount.
12. Disclosure. The City of Hamtramck requires each potential Consultant to identify any and all potential conflicts of interests and the plan for handling these matters.

PROPOSAL REVIEW, EVALUATION AND SELECTION PROCESS

Selection of a Consultant will be made at the complete discretion of the City of Hamtramck, which reserves the right to accept or reject any and all proposals. All submissions or parts thereof become property of the City and are subject to Freedom of Information Act release.

The City will evaluate the proposals based upon your ability to provide the service required, qualifications of personnel assigned, compatibility of submission with respect to the Request for Proposals, reference analysis from other communities, and past experience of the firm with Hamtramck and/or similar communities.

The evaluation will be based on the criteria described above and the following:

- Experience and qualifications
- The consultant(s) assigned to the City
- Scope of Services
- Cost for Services
- Additional Staff for support or also available to the City
- Capacity of the firm to provide the services specified
- Understanding of the community

- Proximity to Community (including the ease of availability for City staff)
- Feedback received from references

CONTRACTUAL TERMS AND CONDITIONS

Indemnification and Hold Harmless

A vendor selected as a contractor shall, at its own expense, protect, defend, indemnify, save and hold harmless City Council and their elected and appointed officers, employees and agents from all claims, damages, lawsuits, costs and expenses including, but not limited to, all costs from administrative proceedings, court costs and attorney fees that the City of Hamtramck and their elected and appointed officers, employees and agents may incur as a result of the acts, omissions or negligence of the contractor or its employees, servants, agents or subcontractors that may arise out of the agreement.

The contractor's indemnification responsibility under this section shall include the sum of damages, costs and expenses which are in excess of the sum of damages, costs and expenses which are paid out on behalf of or reimbursed to the City, their officers, employees and agents by the insurance coverage obtained and/or maintained by the contractor.

Application Law and Venue

This agreement shall be construed according to the laws of the State of Michigan. The City of Hamtramck and the Contractor agree that the venue for any legal or equitable action under this agreement shall be established in accordance with the statutes of the State of Michigan and/or Michigan Court Rules. In the event that any action is brought under this agreement in Federal Court, the venue for such action shall be the Federal Judicial District of Michigan, Eastern District, Southern Division.

Compliance with the Law

Vendors shall render the services to be provided pursuant to this agreement in compliance with all applicable Federal, State, and local laws, ordinances, rules, and regulations.