

**REQUEST FOR PROPOSALS**  
**Retail Study**  
**City of Lawrence, Kansas**  
**City Manager's Office**

**RFP number:** \_\_\_\_\_

**Project scope:** The City of Lawrence, Kansas is soliciting proposals from qualified firms to provide an independent, professional retail analysis of the City. The analysis shall 1) provide an overview of the retail economy of Lawrence, Kansas, including retail that draws people into the community as well as retail leakage to other communities, 2) provide consumer profiles of existing shoppers in Lawrence as well as those who are shopping elsewhere, 3) identify ways- including products, store size, selection, and otherwise- that existing retail stores can capture leaked sales, and 4) identify gaps in the local retail market that could be filled through recruitment of new companies.

**Proposals Due:** 5:00 p.m.  
\_\_\_\_\_  
Submit four (4) bound copies of proposal.  
Submit one (1) copy of the proposal in Adobe PDF format on CD-ROM (300dpi, character recognition, bookmarked).

**Submit to:** City of Lawrence City Manager's Office  
6 East 6<sup>th</sup> Street  
Lawrence, KS 66044

**City Contacts:** Diane Stoddard, Assistant City Manager  
dstoddard@lawrenceks.org  
(785) 832-3413  
(785) 832-3405 (fax)

**Meeting Date:** The Department shall conduct a pre-proposal phone meeting on \_\_\_\_\_ at \_\_\_\_\_ CST. The meeting is **voluntary** and may be attended by firms planning to submit responses to the RFP. The meeting will answer questions regarding the RFP and the requirements of the project. Interested parties may attend by calling 1-866-213-1863 and entering the access code 9346902.

**General Project Information:**

The City of Lawrence, Kansas was founded in 1854 and was in the center of the history of the state up to and after the Civil War. Located approximately 45 minutes west of Kansas City and 30 minutes east of Topeka, Lawrence today is home to 91,000 people, as well as Kansas University and Haskell Indian Nations University. Lawrence is known throughout Kansas for its rich heritage, historic downtown, nationally recognized universities and thriving arts and culture.

Downtown Lawrence serves as the heart of the city. Many have called Massachusetts Street- or "Mass Street" to the locals- one of the most beautiful main streets in America. It has a wide range of shopping and dining choices, making it a popular stop on the weekends as well as a great place to meet before or after a game at KU. There has been a lot of development activity in the Downtown area, including the new Hobbs Taylor lofts and the recent addition of the renowned Oread Hotel, which provides a high quality hotel overlooking the Wakarusa and Kansas River valleys.

Lawrence is also home to two universities: the University of Kansas and Haskell Indian Nations University. Approximately 28,000 students attend KU, which is ranked as one of the nations' most beautiful campuses. KU has been aggressively expanding its research capabilities on the West Campus, including a new \$50 million pharmaceutical center as well as a new \$8 million bioscience business incubator. Haskell Indian Nations University is the nation's only inter-tribal university for Native Americans, representing more than 150 tribes from all across the country.

Lawrence provides a fantastic quality of life for its residents. Lawrence public education ranks among the best in the nation, with 22 schools including a pre-K program, 15 elementary schools (grades K-6), four junior high schools (grades 7-9), two comprehensive high schools (grades 10-12), a K-8 virtual school and a virtual high school. Lawrence Memorial Hospital provides award winning medical service to the community. Additionally, there are over 50 parks, a public golf course, and several recreation trails within the City. Immediately west of town is Clinton Lake, providing

ample fishing, boating, and swimming opportunities for both City residents and people throughout northeast Kansas.

Because of its role as a university town and leading destination in Kansas, retail is an important component of the local economy. However, retail has struggled recently in Lawrence as well as other cities in the state. The City has proactively begun to address this issue by creating a Retail Task Force. The Retail Task Force has identified a need for better data to understand retail trends in the City, as well as the use of this data to help strengthen existing retail in the community and capture sales that are leaking out to other nearby cities. This proposal is designed to solicit firms in helping achieve these goals.

This project will provide the following information in its final report:

- Review existing retail information created by the City and enhance this information as necessary to provide a profile of the retail economy of Lawrence. This profile may include an analysis of the City's demographics, economics, retail sales, and leakage.
- Provide consumer profiles of shoppers and potential shoppers in Lawrence. The consumer profile will show the demographics of both residents as well as potential shoppers within a market region of the City. The profile should show demographically who shops in Lawrence and who doesn't, and should also include product composition to better understand what is driving people to shop within the City versus elsewhere.
- Identify ways that existing stores can capture additional sales. This should include a review of what retail opportunities are currently provided in Lawrence, and ways that these retail stores can better capture sales that are occurring outside of the City. This may include additional products that stores should have, reviews of store size, and so forth.
- The analysis should include retail opportunities currently lacking in the community. There may be certain merchandise that is simply not provided within Lawrence. This section would identify recruiting or

expansion opportunities that would enhance the retail environment in Lawrence.

Additionally, the project shall also:

- Conduct public forums with businesses, residents, and other community stakeholders highlighting findings of the report and soliciting feedback and comments on ways that retail can be strengthened in the community.
- Provide regular updates to City Staff on the status of the project as well as preliminary and key findings. The final report will be presented to the City Commission.
- In addition to a final report, provide upon project completion an electronic database that can help city staff analyze local conditions and develop marketing materials. The final database shall be determined in negotiations between the City and the firm, but the information is likely to include, at a minimum:
  - The retail sales made in the Lawrence market as compared to the market potential by retail industry type, and by merchandise type, as of 2010;
  - A profile of the key demographic markets within Lawrence and within a drive-time radius that constitutes the potential retail area that could shop in the city;
  - Key census information on these demographic markets within the retail area, as well as buying propensities by retail industry type and merchandise type.

Details of the Retail Task Force and related material can be viewed on the link provided:

<http://www.ci.lawrence.ks.us/retail/>

Additional retail surveys can be found at the following link:

<http://www.lawrenceks.org/pds/lr-studies>

## **Proposal**

**Requirements:** Firms are required to complete a proposal including the information as outlined in this request. The proposal shall include:

### Required General Information

- Firm Name
- Contact Name, Telephone & Fax Numbers, email address, and mailing address

### Project Knowledge and Approach

The firms shall demonstrate a knowledge and understanding retail markets and retail markets by providing examples of at least three (3) similar projects that they have undertaken and successfully completed in the past.

The firms shall further demonstrate their understanding of the project by providing a summary of the firm's approach to accomplishing the work for this Project. Describe how the deliverables to be provided on this project will allow the firm to successfully provide a project that meets City's expectations.

The firms should also describe their current project commitments and the availability of their respective staffs. The description should explain how this project and its schedule will fit into that of the Firm and if any conflicts for staff are foreseen.

Firms should provide a cost estimate for the project.

### Project Qualifications and Experience

The firms shall demonstrate their capabilities and competence retail and market analysis by providing examples of at least three (3) similar projects they have undertaken and successfully completed.

Each project description shall contain at a minimum the following information:

- Project and Owner's Name
- Owner Contact Person
- Telephone Number for the Contact
- Description of the Project
- Description of public participation, if any
- Outcomes and results of the project

The firms shall also provide a proposal for what information their final database will contain and, if possible, a sample from previous databases built for clients.

#### Key Project Staff and Experience

The firm shall provide the name and resume of key Project staff that would be part of this Project. The resume for each shall describe the individual's previous experience with retail analysis. Please do not include experience on other types of projects.

#### Schedule

Provide detailed description of the project schedule. Show critical path schedule activities and time allowed for City staff review. The anticipated timing of the final report is the fall of 2011.

#### Conflicts of Interest

No conflicts of interest shall be permitted with the Project. A potential conflict of interest exists if any member of the firm has any interest that would conflict, or has the appearance of conflicting, in any manner with the performance of the work on this Project.

### **Selection Process:**

Upon receipt of proposals, a review by City staff will determine those firms who will be selected for further negotiations or an interview.

Evaluation criteria shall include:

- |   |     |
|---|-----|
| • Project organization & approach             | 35% |
| • Firm experience with similar projects       | 30% |
| • Schedule to complete the project            | 10% |
| • Value added concepts proposed by consultant | 25% |

**Special****Requirements:**

The firm agrees that the firm shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The firm shall in all solicitations or advertisements for employees include the phrase, "equal opportunity employer." The firm agrees that if the firm fails to comply with the manner in which the firm reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the firm shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the firm is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the firm shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City.