



City of Imlay City
Downtown Development Authority

REQUEST FOR PROPOSAL:

PROFESSIONAL SERVICES

Issuance Date: August 7, 2023

Response Deadline: September 6, 2023 Submit

Proposals to: Christine Malzahn
DDA Executive Director
150 N. Main St
Imlay City, MI 48444

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To All Interested Professional Firms;

The City of Imlay City Downtown Development Authority (DDA) is seeking the services of consulting companies in developing a focused strategic development plan for the community.

Enclosed is an outline of the proposed project for the DDA. Please review the information and prepare a proposal that covers the following information.

- a. **Firm history and experience in rural planning efforts.**
- b. **Project Participants:** Please outline the individuals from your firm who would be involved with the proposed project. Include any history of rural development work and the types and scope of the implemented projects.
- c. **Timeline:** Please include a detailed timeline with your proposal. While there is a certain amount of flexibility related to the timing of the project, we would like to have the efforts completed as expeditiously as possible.
- d. **Approach to developing the plan and involving the community in the project, including number of meetings and participants to those meetings.**
- e. **Fixed fee costs.**
- f. **Deliverables:** At the end of the planning project, it is anticipated that a strategic plan and implementation framework will be delivered to the City of Imlay City Downtown Development Authority. The final requested format will be a 'pdf' (Adobe Acrobat) file, and eleven (11) hard copies plus an in-person presentation at a public meeting. If there are any variations from this, there must be a written request with a documented response from the DDA. Please note your ability to present the completed planning documents in this format.

All proposal submissions must include 10 printed hard copies to the DDA offices at 150 North Main Street, Imlay City, Michigan 48444, no later than 12:00 pm (Noon) on Wednesday, September 6, 2023.

Bid openings will be held at Noon on September 6, 2023 at 150 North Main Street, Imlay City, Michigan 48444.

The City of Imlay City Downtown Development Authority retains the right to accept or reject any or all proposals.

History of the Project

The Imlay City Downtown Development Authority has a rich and vibrant history. Anchored in agriculture, the community has developed commercial growth along the M-53 corridor and adjacent Industrial Park area. Deterioration of the downtown appearance has led to the closing of retail stores and eateries that are located in the traditional downtown area of Imlay City. With the increased globalization of agriculture, on-line shopping trends and a slowing economy there has been more and more pressure on local businesses leading to layoffs and closures.

The economic turmoil has led the DDA to reevaluate its goals and develop a plan to move into the future. The issue that the community seeks to address are how to encourage new and substantial growth within our traditional downtown. The project seeks to develop an understanding of the available local resources within the community, buildings, transportation infrastructure, water and sewer etc...so that the community can build on its existing resources and hopefully develop a long-term growth strategy that will create jobs, tax base and destination businesses that will entice residents and visitors alike.

Objectives

The objectives of the proposed planning project are to evaluate the current economic status of the DDA, understand and evaluate current DDA utility infrastructure, analyze trends within the community, region, state and nation and then recommend a structured development plan that will include implementation steps and potential funding sources with emphasis on grant opportunities.

By achieving the objectives outlined above, the DDA will be able to aggressively develop a growth agenda that will utilize available resources and build a base for future growth.

Specific Project Activities and Tasks

The proposed project will be initiated by the consultant and a steering committee made up of members of the DDA Council, the Imlay City Planning Commission, Imlay City Parks and Recreation Board and City Management. This will allow for maximum community input and shorten the lines of communication within the DDA. Exact membership will be decided upon at a later date.

The first step in the process is to review the recent past economic activity within the community. This will allow for a thorough understanding of the factors that should be considered in the development of the implementation plan, historic development patterns, location issues etc..

The second step in the process will include an assessment of the current conditions in the DDA. This will include both physical conditions and economic conditions. With broad input from the community this step in the process will be crucial. A careful review of all aspects of the community population characteristics, existing land use, housing, retail, industry, services, health care, will allow for the development of a focused development plan and an effective utilization strategy for existing resources.

The third step in the proposed project will be the evaluation of the issues that could impact community development. This step will include, downtown store vacancies, downtown themes and improvements, and county level information and proposed land use plan.

The fourth step is to look at existing parks, greenspace and recreation facilities to develop opportunities for improvement, maintenance and future uses of those areas.

The fifth step is to prepare locational criteria and future land use classifications to serve as the basis for future zoning decisions within the central business district.

The sixth and final step of the proposed planning effort will be to concretely define a series of steps that the community can take to deal with the deficits, build the assets and to create a structured development plan that will allow the DDA to move forward. This section of the plan will include options for the community, suggested implementations steps, including possible changes in zoning and potential funding sources.

The final report will document the steps outlined above, but focus on the final step, that of development options and implementation strategies.

Instruction – Terms & Conditions

AWARD OF CONTRACT/REJECTION OF PROPOSALS

The contract to provide the DDA Professional Services for each service area will be awarded to the applicant who, solely with the discretion of the Imlay City Downtown Development Authority (DDA), is determined to be most responsive to meeting the needs of the DDA.

The DDA reserves the right to negotiate terms as needed to improve elements of any proposal to best meet the needs of the DDA, including total bid cost.

The DDA reserves the right to reject any or all proposals, waive technicalities, and make the award which is in the best interest of the DDA. All materials submitted with response become the property of the DDA upon receipt and will not be returned. The applicant(s) to whom the award(s) is made will be notified at the earliest possible date. All applicants submitting proposals will be notified of the decision.

Proposal Questions and Clarifications

Questions and requests for clarification may be submitted through August 31, 2023. Proposers should submit requests via email or in writing to:

Christine Malzahn,
Executive DDA Director
150 N. Main St.
Imlay City, MI 48444
ddadirector@imlaycity.org