



**Town of North Yarmouth
Request for Proposal
Consulting Services for
Strategic Planning and Economic Development**

I. Background and Purpose

The Town of North Yarmouth is seeking professional consulting services for purposes of developing a strategy for business development which would include evaluating the implementation of a Tax Increment Financing (TIF) District.

The assessment must seek to find the nexus of the following items:

- 1) The community's vision for development;
- 2) Fiscal sense for the Town and financial sense for private sector employers and developers;
- 3) Reflect the values and vision of the community that are likely to be supported over the long term, including consideration of the criteria developed by the Town;

II. Areas of Assessment

- 1) Sectors with growth potential.
- 2) Sectors exhibiting regional and local strengths particularly in the Village Center and Town-owned properties/facilities, and areas extending to bordering towns.
- 3) What are the core requirements to support private business/employment retention and development? What types of incentives, infrastructure, workforce, zoning and land use policies, amenities, and services etc. are typical of the business North Yarmouth would most likely attract and want to attract?
- 4) Produce an analysis of how competitive the North Yarmouth is or could be the regional market, relative to the rest of region? What are the assets and strengths that can be leveraged to support opportunities? What are the challenges and constraints?

III. Process

- 1) Meet with Select Board, Town Manager, and other pertinent committees assigned to the scope of this project in a workshop setting to discuss and development the desires of the townspeople. The Comprehensive Plan Committee (newly formed to update the current 2004 plan) will be conducting a public opinion survey that will end in early November and those results shall be used as at least one method to gauge local opinions toward various development ideas.

- 2) Meet with key staff and officials to conduct interviews of past and current economic development efforts and outcomes, zoning (particularly contract zoning), land use laws, possible TIF areas, types of businesses located now, and to obtain a sense of acceptable development and where it could/should be located.
- 3) Meet with key staff and officials to discuss a management of current Town-owned properties and facilities and obtain a sense of purpose, use, growth, and longevity.

IV. Deliverables

In a clear and concise report, recommended strategies, tactics, public Investments, and initiatives that would define North Yarmouth's goals and support achievable economic strength, meet the general parameters set forth by the Town, and are worth forwarding for further public input and engagement by the Town. One (1) copy of said report, plus an electronic version of the report shall be delivered upon completion of the project.

IV. Town Role

The Town Manager will be responsible for administering the project and overseeing the consultant's work on this project. The Town Manager will be the principle point of communication between the Consultant and any Town officials, staff and committee members. Town staff will provide information to the Consultant as may be requested. The Town Manager will be responsible for planning public meetings and other community outreach related to this planning process.

V. Project Budget

The Town of North Yarmouth has an appropriated amount of \$25,000 budgeted for this project.

VI. Proposal Submissions

Proposals must include:

- 1) Qualifications, services offered, and availability;
- 2) Proposed approach and scope of services for the project;
- 3) Outline of consultant, committee, and Town staff responsibilities;
- 4) Proposed project schedule;
- 5) Proposed project budget itemized by task and total project cost stated as a firm fixed fee;
- 6) Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided;
- 7) Per hour cost for travel and additional consulting (as may be requested) after deliverables have been received and accepted;
- 8) Relevant, recent project experience;

- 9) References - include at least 3 references (contact name, email address, and phone number) for similar projects.

Proposals will be accepted only by sealed envelope, clearly marked "Consultant RFP" until October 11, 2016 @ 2:00 PM and should be addressed to: Town Manager, Town of North Yarmouth, 10 Village Square Road, North Yarmouth, ME 04097. The consultant will need to submit one (1) hard copy and one (1) electronic copy (USB drive) of the proposal.

All inquiries should be directed to Rosemary E. Roy, North Yarmouth Town Manager at manager@northyarmouth.org or 207-829-3705 ext. 207.

VII. Evaluation Criteria

Proposals will be evaluated according to the following:

- 1) Qualifications of firm and project team members;
- 2) Previous related work and references;
- 3) Responsiveness to required project;
- 4) Timeline (Goal of completion spring 2017)
- 5) Proposal cost.

VIII. Selection

The Town, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews. The Town may reject any and all proposals for any reason.