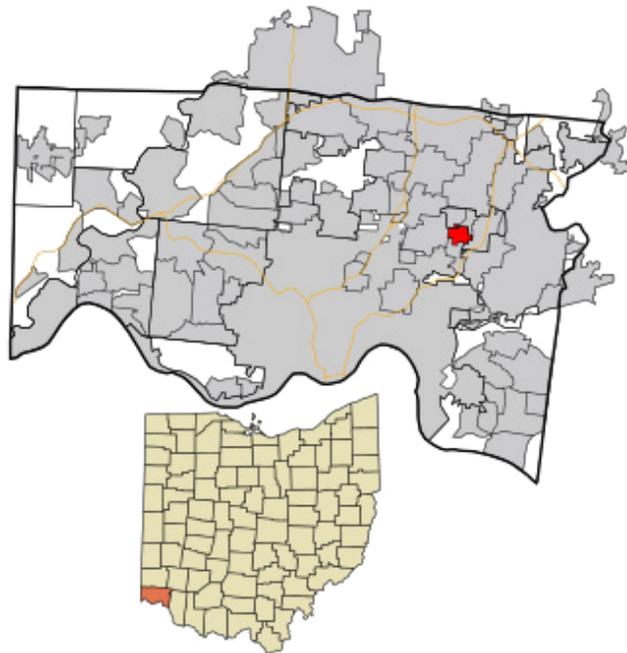


I. INTRODUCTION

First incorporated in 1952, the City of Deer Park is a vibrant community distinguished by its convenient location, access to urban amenities, and unique small-town character. Deer Park is an inclusive and diverse city with livable business and civic core that promotes walkability and social interaction. The citizens of Deer Park are civically engaged, and civic groups and existing neighborhoods work collaboratively to continually improve quality of life. The City has a population of just over 5,736 persons, the median household income is \$60,639, and nearly 70% of the population is employed in management, business, sales, and other office occupations.



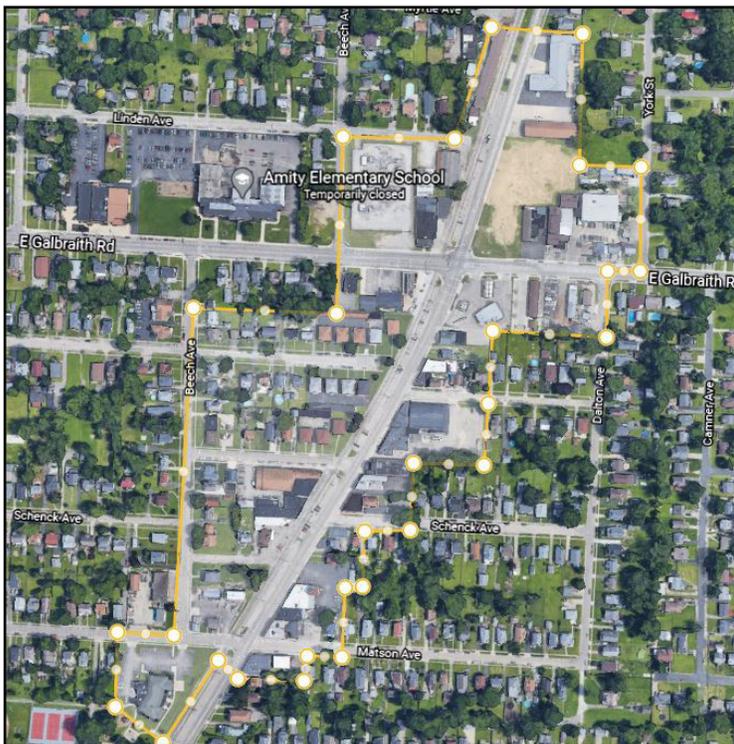
The Deer Park 2035 Vision Plan sets aside approximately 44.79 acres for business and mixed-use development on the north and south ends of Blue Ash Road which has been dubbed the “City of Deer Park Blue Ash Road Corridor. **Marketing the City of Deer Park for employment growth is the focus of this position.** The vision of Deer Park is to create well-paying jobs that will support the continued growth of quality housing, retail, local businesses, mixed-use housing, and other amenities in the community. With an average commute time of over 45 seconds to Kenwood Road from the Blue Ash Road/Galbraith intersection, and being 20 minutes from downtown Cincinnati via Interstate 71, the City would like to provide its residents a broader variety of residential housing with jobs located closer to home.

II. PURPOSE

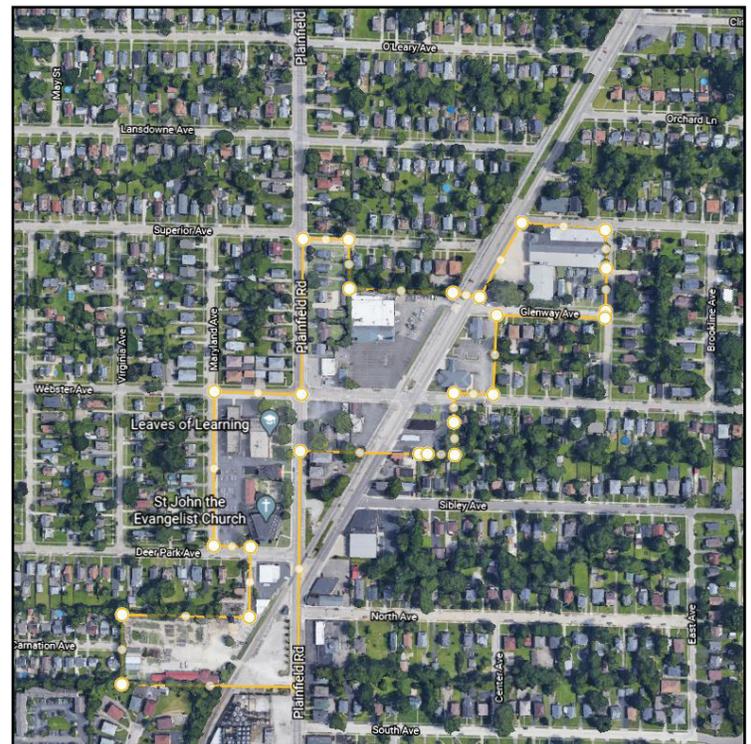
The City of Deer Park is seeking a qualified economic development firm or real estate developer to proactively market opportunities for developing the approximate 44.79 acres of land along Blue Ash Road, create schematics for new developments, and solicit developers for mixed-use developments in conjunction with City staff. The consultant will work on behalf of the City to identify growing and emerging housing, office, and retail sectors as well as attract businesses that have the greatest potential in, or that fulfill an unmet need in the market and that will best increase the tax pool for the City of Deer Park. After consulting with the citizens of Deer Park, special emphasis should be placed on family-based restaurants and retail for the development. Additionally, the City is looking to solicit a developer who will work in tandem with the City on development and would be willing to invest between \$10 - \$50 million to create mixed-use structures along Blue Ash Road.

The City of Deer Park invites firms or individuals to submit proposals for Economic Development services and Marketing as described in this Request for Qualifications (RFQ). Please read each section carefully for information regarding the proposal and submittal instructions.

**Blue Ash Road North
28.62 Acres**



**Blue Ash Road South
16.17 Acres**



II. PURPOSE

Key Selection and Solicitation Dates:

RFQ Submission Due:

Shortlist Notification:

Interviews:

Conditional Selection Notification:

Selection Approval:

Notice to Proceed:

All interested firms and individuals are invited to a walkthrough on _____ (TBD)

The City of Deer Park retains the right to adjust this time frame as necessary, and without prior notice.

III. SCOPE OF SERVICES

All work will be performed in close conjunction with City staff. Coordination of efforts and responsibilities will be on a collaborative basis as the project proceeds. The services performed will include but will not be limited to the expressly stated services. The services will provide consultation, representation and services for various matters pertaining to Economic Development. Depending upon the circumstances, the services could vary, but it is anticipated to primarily include the responsibilities listed below:

- Review and update infrastructure capacity and location information for marketing and site selection purposes including power, gas, fiber, water, and sanitary sewer
- Coordinate property listing information for marketing and distribution as well as the determining the feasibility of combining current parcels to sell for development
- Coordinate with City, utility providers, ODOT, Hamilton County Engineers on responses to Site and/or RFI Inquiries
- Develop branding for Deer Park that will entice businesses and make the City competitive with neighboring municipalities
- Research and determine feasible employment opportunities in accordance with JobsOhio
- Distinguish potential users or developers for key redevelopment opportunities with particular focus on Blue Ash, Galbraith, and Plainfield Road
- Highlight and market buildable sites in all retail corridors
- Determining the feasibility of development on properties, including requests for information, opinion of value, reports, highest and best uses, and issues relating to and/or impacting the development feasibility of properties
- Coordinate, communicate and build relationships with Brokers, Developers and Site Selectors
- Advise City on updates and information necessary to develop an updated Community Profile and other marketing documents and tools (both print and internet)
- Advise City on updates and information necessary to update informational folders for the Business Districts
- Evaluate present HCDC, Hamilton County Planning & development, or similar events and assist in coordinating efforts and in the preparation of marketing materials for such events

IV. CONTRACT PERIOD

The City of Deer Park anticipates that the successful proposer will commence work on or about __ (TBD) __ and will be contracted to work until ____ (TBD) ____ for a total commitment of one year with renewal based upon performance of the requested services and availability of budgeted funds. It is anticipated that this will be a part-time consultant contract position, **no employment with the City is offered as part of this RFQ.**

Key Project Milestones (subject to change)

- Trackable Objective #1 Due:** _____
- Trackable Objective #2 Due:** _____
- Trackable Objective #3 Due:** _____
- Trackable Objective #4 Due:** _____
- Contract Duration:** _____

V. CONSULTATION QUALIFICATIONS & SUBMISSION REQUIREMENTS

Consultation Qualifications

As a result of responses to this RFQ, the City plans to review submissions and conduct interviews with selected firms it determines can best meet the requirements outlined.

If you or your firm would like to be considered for this assignment, your submittal should consist of all required exhibits and include the following:

1. **Cover Letter** indicating the submitter’s interest in entering into a contract with the City of Deer Park and the City of Deer Park Community Improvement Corporation (CIC) for the services required as described above. This should include a certification that states that you agree to exert your “best efforts” in fulfilling your responsibilities to support the City under the contract. Estimations on what kind of jobs could be brought in with proposed developments and rough estimations of the total number of potential jobs will be looked on favorably during the selection process.
2. **General Background** including:
 - a. The date the consultant practice began
 - b. The firm’s growth pattern
 - c. Prior projects undertaken
 - d. Number of persons employed
 - e. Number of persons specializing in industrial and commercial marketing
 - f. Number of persons specializing in working with public agencies

V. CONSULTATION QUALIFICATIONS & SUBMISSION REQUIREMENTS

3. **Firm Experience and Technical Expertise** illustrating the technical expertise of the firm in working with public agencies to market communities and attract industrial/office/business/ and or retail users.
4. **References** from at minimum three (3) persons including their names/ addresses/emails/and phone numbers who are able to discuss the performance and reputation of the firm relative to work of the nature specified in this RFQ to support Deer Park.
5. **Acknowledgement and Acceptance of the Supplemental Conditions** of the attached documents which include:
 - a. The City of Deer Park Purchase Agreement
 - b. The City of Deer Park Purchase Order Insurance Requirements

Submission Requirements

Please submit one (1) electronic version in PDF format, which must be submitted no later than 10 A.M. on Wednesday, August 5th, 2020. Submissions via e-mail are preferred and shall be made to wjetter@deerpark-oh.gov Please ask for a confirmation of receipt with your submittal, and do not rely upon short delivery times close to the deadline. The City is not responsible for submittals that are blocked, returned, or rejected by any server, with or without notice to the sender.

Submission by fax or paper copy is not acceptable. Submissions may be delivered to the City in person on USB drive or other portable storage device or sent (by U.S. Postal Service or other reliable means) to the following address:

**City of Deer Park
7777 Blue Ash Road
Deer Park, Ohio 45236
Attention:
William(BJ) Jetter PH.D.
Safety Service Director**

There will be no public opening for this RFQ. Late submissions may be rejected and returned at the discretion of the City. Questions may be referred to William(BJ) Jetter Ph.D. 513-794-8860 or at the email wjetter@deerpark-oh.gov.

VI. RESPONDENT INFORMATION AND CERTIFICATION

Name: _____

Address: _____

Contact Person: _____

Title: _____

Telephone Number: _____ **Fax Number:** _____

E-Mail Address: _____

Website Address: _____

If you are using a **THIRD PARTY** to write this proposal, please provide the following:

Consultant/Company Name: _____

Address: _____

Phone Number: _____ **Fax Number:** _____

E-Mail Address: _____

Website Address: _____

It is hereby represented by the respondent (undersigned) as an inducement to the Authority to consider the proposal, that to the best of my knowledge and belief, no information or data contained in the proposal or in the attachments are in any way false or incorrect, and that no material information has been omitted, including the financial statements. The respondent (undersigned) agrees that banks, credit agencies, the Ohio Department of Labor, and other references are hereby authorized now, or any time in the future, to give the City of Deer Park any and all information in connection with matters referred to in this proposal.

Certifying Representative:

Name and Title: _____

Signature: _____

Date: _____

VII. EVALUATION CRITERIA

All proposals submitted in response to this request for qualifications will be evaluated using the following criteria:

20%	The firms demonstrated expertise with the scope of the services described above
15%	The qualifications of personal to be assigned to the project, including experience in the industry, certifications, and membership in related professional organizations
15%	The reputation of the firm based on references
30%	Cost to the City of Deer Park based on the scope of work
20%	Estimations on what kind of jobs could be brought in with proposed developments and the total number of potential jobs attracted

All timely responses received to this RFQ will be reviewed and interviews may be conducted with selected submitters that the City determines can best meet the above requirements. If there is a direct cost to the City with performing any scope of work identified above, that cost will be evaluated against other factors based upon the professional judgment of those involved in the evaluation. A committee including representatives from City staff, elected leaders, and committee volunteers in Deer Park will make the selection decision.

VIII. RESERVATION OF RIGHTS

The City of Deer Park reserves the right to modify or waive any requirement, condition or other term set forth in this RFQ, to request additional information at any time from one or more respondents, to select any number of proposals submitted in response to the RFQ or to reject any or all such proposals.

IX. CONDITIONS

Any prospective Administrator must be willing to adhere to the following conditions and must positively certify to adhere to them in its proposal:

1. **Acceptances or Rejection by the City of Deer Park.** The City reserves the right to accept or reject any or all responses submitted for consideration under this RFQ.
2. **Conformance with Statutes.** Any contract awarded as a result of this RFQ must be in full conformance with statutory requirements of the State of Ohio and the Federal Government.
3. **Timing and Sequence.** Timing and sequence of events resulting from this RFQ will ultimately be determined by the City of Deer Park.
4. **Oral Agreements.** No contract, unless it shall be in writing, executed by an authorized representative of the City of Deer Park following the obtaining of all necessary approvals and in accordance with all applicable law, shall be binding on the City. No oral agreement or arrangement made with the City or any City member shall be binding on the City.
5. **Amending or Canceling Requests.** The City of Deer Park reserves the right to amend or cancel this RFQ.
6. **Rejection of Qualified Proposals.** Responses are subject to rejection in whole or in part if they limit or modify any of the terms, conditions and/or specifications of this RFQ.
7. **Presentation of Supporting Evidence.** Any respondent, if requested, must be prepared to present evidence of experience, ability, service capacity, and financial standing.
8. **Changes to Response.** Except as otherwise permitted by the Authority, no additions or changes to a response will be allowed after submittal.