



REQUEST FOR PROPOSALS

City of Storm Lake Downtown Strategic Master Plan

Proposal Due Date: July 7, 2021
Published Notice of Request for Qualifications

Storm Lake Downtown Strategic Master Plan

The City of Storm Lake is now accepting requests for qualifications for consulting services from qualified firms to provide prepare a Downtown Strategic Master Plan.

Request for Proposal documents are available from the City Clerk, 620 Erie Street, PO Box 1086, Storm Lake, IA 50588 or by email request: cityclerk@stormlake.org.

The City of Storm Lake reserves the right to reject any or all responses; or to accept or reject the whole or any part of the response; or to waive any informality or technicality in the interest of Storm Lake. All responses must be submitted before the **Submittal Deadline** which is **12:00 PM on July 7, 2021**.

For further information, please contact Keri Navratil, City Manager, at telephone 712-732-8000 or email navratil@stormlake.org.

Published on www.stormlake.org on June 7, 2021.



Request for Proposals



City of Storm Lake, IA

Downtown Strategic Master Plan

SEALED PROPOSALS will be received at City Hall, 620 Erie Street, PO Box 1086, Storm Lake, Iowa until 12:00 PM CT, July 7, 2021.

All qualified consultants/firms are invited to submit proposals to the City of Storm Lake for the following: City of Storm Lake Downtown Strategic Master Plan.

SUBMIT:

Three (3) bound copies and one (1) digital copy on USB flash drive of all requested documentation must be received on or before 12:00 PM CT, July 7, 2021

ADDRESS TO: City of Storm Lake, Attention: Mayra Martinez, City Clerk

MAILING ADDRESS: PO Box 1086, Storm Lake, Iowa 50588

Email: cityclerk@stormlake.org

DEADLINE ENFORCED. PROPOSALS DELIVERED AFTER THE TIME AND DATE SET FOR RECEIPT OF PROPOSALS SHALL NOT BE ACCEPTED AND WILL BE RETURNED UNOPENED TO THE OFFEROR. IT IS THE OFFEROR'S RESPONSIBILITY TO ENSURE TIMELY DELIVERY OF THEIR PROPOSAL. WEATHER, FLIGHT DELAYS, CARRIER ERRORS AND OTHER ACTS OF OTHERWISE EXCUSABLE NEGLIGENCE ARE RISKS ALLOCATED TO OFFERORS AND WILL NOT BE EXEMPTED FROM DEADLINE REQUIREMENTS. EMAIL, TELEPHONE, OR FACSIMILE PROPOSALS WILL NOT BE ACCEPTED.

Current E-mail Address Required: All proposals submitted shall include a current e-mail address. Once selected, Notice of Award, and notices of non-award, shall be sent to all proposers via e-mail. No hard copy notices will be sent via regular mail.

The City of Storm Lake, Iowa is seeking an experienced and dynamic professional planning consultant team to develop a Downtown Storm Lake Strategic Master Plan.

Background: For many years, Downtown Storm Lake has been a focal point of regional commerce in Buena Vista County and surrounding counties. Storm Lake is also an area Tourist Destination for King's Pointe Resort and Waterpark, boating and other recreational opportunities. The Downtown includes a mix of historic structures as well as updated structures that include retail opportunities and upstairs living. It is the goal of the City that this plan will provide a deep-dive into the past, present, and future, tempered by market and fiscal realities. The plan will answer questions for the community, strategically outline opportunities, preserve what makes downtown special, and move downtown forward for the next decade.

Key Requested Components:

- Build consensus from Key Stakeholders in the Community
- Develop potential reuse plans for currently empty buildings in the Downtown Area
- Framework for the Maintenance of Key Downtown Features
- Identify potential funding sources for such as grants and private development to be used in the implementation of the Master Plan
- Make suggestions for how Downtown can thrive while retaining the Historical elements which make Downtown Storm Lake unique
- Make suggestions for enhancing tourism to the Downtown and developing ties to recreation occurring on the Lake

PLANNED TIMELINE

Notice of Request for Proposals issued on June 7, 2021. Responses to the RFP must be submitted to the City by July 7, 2021. Selection of the firm and award of a contract will be made at the City Council meeting on August 2, 2021. Commencement of work on the project will begin in the week of September 13, 2021. A final plan will be delivered by January 7, 2022.

PROPOSAL EVALUATION CRITERIA

The City will evaluate proposals based on the factors outlined within this section, which shall be applied to all eligible, responsive proposals in selecting the successful Proposer. The City reserves the right to disqualify any proposal for, but not limited to; person or persons it deems as non-responsive and/or non-responsible. The City reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate. Award of any contract may be made without discussion with Proposers after responses are received. The City reserves the right to cease contract negotiations if it is determined that the proposer cannot perform services specified in their response.

Proposal evaluation criteria will be grouped into percentage factors as follows:

- a. Professional Qualifications and Experience (Maximum 40 points) This criterion involves an evaluation of the qualifications, knowledge and experience of the Principal, Project Manager, and professional staff assigned to this project. 1) Qualifications of Consultant (Firm Experience) 2) Qualification of Key Personnel (Project Team Experience)
- b. Project Understanding and Approach (Maximum 35 points) This criterion involves the evaluation of the consultant's demonstrated understanding of both the needs of Downtown Storm Lake and of the City's current stage in its downtown revitalization. The City Team will also consider the capacity to provide the Anticipated Tasks and Services described in this RFP.
- c. Past Performance and References (Maximum 20 points) 1) Specialized experience working on similar master plan projects. 2) The consultant's past project descriptions and references submitted in the proposal.
- d. Completeness of Submission (Maximum 5 points) This criterion will consider the organization and completeness of the submission, as well as the general level of professionalism shown by the consultant team's submission.

SELECTION PROCESS

A selection team shall be formed to review and evaluate the proposals. The selection team members shall complete evaluation forms considering information provided in the proposals. The selection team may elect to interview firms short listed but reserves the right to award the contract based upon the City's review and ranking of proposals.

Contract Negotiation Fee negotiations shall be conducted for performance of the contract at a price which is fair and reasonable. Should the City be unable to negotiate a contract at a price that is fair and

reasonable, negotiations shall be formally terminated with the highest ranked offeror and the City shall have the option to commence negotiations with the second ranked offeror.

The selected firm will be responsible for developing and submitting a detailed Project Scope and Time Schedule to be included in the contract documents. This scope and schedule shall be consistent with the requirements of this RFP and is subject to approval by the City of Storm Lake.