

Date: March 24, 2021

RFP Number: CED02243021

Amendment 1



# City of Hyattsville, Maryland Request for Proposals Amendment 1

Consulting Services:  
Business Retention &  
Expansion (BRE) Strategy

**City of Hyattsville**  
Department of Community &  
Economic Development  
4310 Gallatin Street  
Hyattsville, Maryland 20781



## REQUESTS FOR PROPOSALS

The City of Hyattsville, Maryland, invites sealed responses to this Request for Proposal (RFP) from interested and experienced economic development consulting firm to assist the City in the development of a comprehensive business retention and expansion strategy. In order to complete this project while complying with COVID-19 restrictions, the City anticipates the entirety of this project will be performed virtually and will not require in-person meetings.

Project deliverables will be limited to digital formats and should not assume the printing cost of paper materials.

## BACKGROUND AND OBJECTIVE

The City of Hyattsville is located in Prince George's County, Maryland, and borders Washington, D.C. The City, which is approximately 2.7 square miles in size, is primarily residential in character and has an economically, ethnically, and racially diverse population of approximately 18,000.

Over the past decade, the City's residential population has continued to grow and, as a result of the adage 'rooftops bring retail', our community has benefitted from an expanding selection of both national and regional retail and locally owned and operated retail and restaurants. Due to a variety of challenges associated with maintaining a growing local economy, the City recognizes that commerce is faced with threats, and opportunities, from both the digital economy as well as those that are a result of the COVID-19 Pandemic.

The City intends to develop a Business Retention & Expansion (BRE) Strategy which (1) develops a toolkit of policies and programming intended to retain our current small and locally owned businesses, (2) create a strategy for servicing businesses needing to expand their facilities and/or marketplace and (3) create opportunities for business recovery through short-term and long-term resiliency.

### **RFP Solicitation Schedule:**

- Solicitation Issuance: February 24, 2021
- Question Period Opens: March 3, 2021
- Pre-Bid Meeting (Virtual): March 17, 2021
- Question Period Closes: March 23, 2021
- **Responses Posted as Amendment 1: March 26, 2021**
- Proposals Due: April 7, 2021
- Technical & Sealed Dollar Bid Opening: April 8, 2021
- Firms Notified of Request For Interviews: April 19, 2021
- Recommendation of Contract Award: April 28, 2021
- City Council Approval of Recommended Firm: May 17, 2021

These durations and dates are for information purposes only and the owner reserves the right to revise any of the durations and to terminate and/or to not initiate any and/or all the solicitation steps.

## QUESTIONS AND RESPONSES

- 1) **What existing resources are available to the BRE Consultant to complete the project?**
  - a. Answer: The City produces a 5-year Sustainability Plan and annual Progress Report, both of which are available on the City's website - . More recent data is available through ESRI Community/Business Analyst Tool and could be available through the City's partner, Prince George's County Economic Development Corporation (EDC).
- 2) **Will the Consultant be recommending a Customer Relationship Management (CRM) solution for managing data?**
  - a. No, the City is implementing a Enterprise Resource Planning (ERP) platform and has selected BC Systems, Inc. as a vendor to provide its 'Priority ERP' software. The Priority ERP platform includes a CRM module,

but the City will be selective in the specific information maintained for businesses. Due to Freedom of Information Act (FOIA) requirements, the City would not maintain any sensitive business data or information that may compromise any of its licensed businesses.

**3) How will you describe your existing economic base?**

- a. Housing is the primary driver of local economics in Hyattsville and is true of most of the inner beltway of Maryland. Retail tends to be either (1) services or (2) fast-casual/sit-down restaurants. The City's primary retail center is the Mall at Prince George's, recently rebranded as MPG, adjacent to Hyattsville Crossing Metro (formerly Prince George's Plaza Metro Station).
- b. The City's development over the past decade has been primarily dense residential product (multi-family or townhouse) within the City's three development corridors. Information on the City's development projects is available on our website at:

**4) What survey(s) are available, and will the consultant be responsible for conducting stakeholder surveys?**

- a. The consultant will be responsible for developing a survey tool as a supplemental effort to virtual one-on-one and group stakeholder interviews.
- b. The City conducts a tri-annual resident satisfaction survey, which can be made available, but provides very little data relevant to BRE.

**5) What is the overall 'business climate' of the City?**

- a. Historically the City has not supported the business community, but over the past 5-6 years, the City has made a concerted effort to create a 'business friendly' ecosystem. We now host a tri-annual business roundtable as a sounding board for the business community and provide a variety of local business focused grant programs and resources. <https://www.hyattsville.org/822/Business-Roundtables>

**6) Do sealed bids need to be password protected?**

- a. Bid packages do not need to be password protected, but we do require separate pdf documents for both the Technical and Sealed Dollar Bid.

**END OF RFP Amendment I**