

**Town of Simsbury, Connecticut  
Department of Community Planning and Development**

**Request for Proposal  
For  
Economic Implementation and Marketing Action Study**

**Proposals Due:  
December 21, 2012**

**Department of Community Planning and Development  
933 Hopmeadow Street  
Box 495  
Simsbury, CT 06070  
(860) 658-3245**

## **I. Background Information on Simsbury**

The Town of Simsbury has a population of approximately 23,660. The Town has an area of 34 square miles and is composed of Simsbury Town Center and several villages including Tariffville, West Simsbury and Weatogue. The remainder is essentially residential. In addition the town also has several state highways running through it which provide access to Hartford and the surrounding communities of Avon, Granby, Canton and Bloomfield.

### **Relevant Highlights :**

- In 1995 the Town drafted an Economic Development Strategic Plan.
- In 2007 the Town adopted a new Plan of Conservation and Development.
- In 2008 the Town conducted an extensive public opinion survey regarding future development.
- In 2009 the Town conducted a full blown charrette regarding future development of the Town Center.
- In 2011 the Town adopted a Form Based (Zoning) Code for the Town Center.
- In 2011 the Town drafted a unique Low Impact Development stormwater study and guidelines, primarily for the Town Center area.
- In 2011 the Town conducted and adopted a corridor study for the Route 10, Hopmeadow Street corridor.
- In 2012 the Town conducted a process to upgrade the existing Guidelines for Community Design with new sections specifically focusing on the Town Center Code and Design Guidelines. (Adoption pending).

These documents are all available either on the Town web site or from Town staff.

While the recent focus has been on the Town Center, there are several other areas of Simsbury which also need to have a specific Economic Implementation Action Plan developed for them. Additional grant funding has been applied for at this time.

## **II. Description of the Project:**

After having completed an extremely successful Town Center charrette in late 2009 and complete rezoning in 2011 using a Form Based Code which has been much acclaimed, including 4 major awards, the Town now needs to build on that success and engage the local business community in an intensive effort to implement and market proper economic activities to a wide variety of new business interests in Connecticut and from a broader area across the Country.

The Economic Implementation and Marketing Action Study will provide the tools to allow the Town to obtain proper professional assistance to look at existing local planning and economic development efforts, to create an action platform from which the Town can launch new and innovative targeted economic development efforts which will complement existing economic development efforts and to help existing businesses by attracting new support businesses for them.

The EDC and the Business Development Committee will direct the selected consultant to conduct the Action Study and produce the targeted marketing strategy and specific marketing materials including film and state of the art graphics to attract additional business development to Simsbury.

The 1995 Economic Development Strategic Plan established the general information background and a data base for this work. The above noted documents will also provide additional background information for this study. The selected consultant will assess these documents and provide an updated commentary on it in a targeted and strategic fashion. This work will use new techniques and strategies and produce specific action and marketing tools for distribution to attract prospective new businesses to Simsbury. This project will also produce new and specific information and materials to enhance job creation and boost economic development efforts in Simsbury.

### **III. Scope of Services**

The consultant will perform the following tasks:

- a. Review all existing relevant documents and develop a solid working local knowledge base.
- b. Propose a work program that will provide specific information upon which to base an action implementation plan which will contain specific steps the Town staff and other allied local organizations can base an appropriately aggressive economic development program.
- c. Conduct interviews with all relevant stakeholders and Town officials to gain information as to local needs and desires as to future economic development actions and implementation strategies.
- d. Draft an action plan with specific benchmarks to enable periodic monitoring of economic growth and measurement of residential versus commercial versus industrial sectors of the grand list.
- e. Develop a list of specific industries, or specific sector developments that the consultant recommends be sought out to come to or expand in Simsbury.
- f. Develop a proposed method of calculation which may be used over time to determine the optimal blend of residential versus non-residential tax base for the Town of Simsbury. Include background documents and studies as may be appropriate for developing the basis for these calculations.
- g. Coordinate with other aspects of this work, and provide input and suggestions on matters including film production and graphics creation so as to optimize local efforts and produce a synergistic effect of these related efforts.
- h. The Economic Implementation and Marketing Action Study created must have recommendations which if implemented, would have the potential to create additional employment and shovel ready sites in specific areas of town already zoned for business or industrial purposes. In addition the study will also have the benefit of building on a newly adopted Planned Area Development (PAD) zoning regulation which was designed to be extremely flexible and provide a relatively

short time between application and approval. Other regulations should also be considered for their potential to positively impact needed desirable development.

At this time the study will focus on both existing developed non-residential areas including approximately 575 acres of currently undeveloped land as well as the Town Center, Villages of Weatogue, Tariffville and West Simsbury as well as the north gateway area and the south gateway areas of Simsbury.

#### **IV. Town Resources**

The Town of Simsbury Planning and Land Use Department can provide assistance, and coordinate with other Town departments, assist in providing geographic information system information and mapping, assessor's record information, zoning regulation information and filed record maps and site plans. The Department will also help coordinate existing information on existing businesses and property owners with the Chamber of Commerce and Simsbury Main Street Partnership and other knowledgeable local professionals. The Department will also help in coordinating necessary meetings and stakeholder input sessions.

#### **V. Project Funding**

The Town of Simsbury has **\$25,000) for phase 1 in place at this time. Phase 2 should also be scoped at this time for an additional \$120,000 which is grant dependent.** If respondents do not believe the scope of services can be accomplished within this budget they may submit a scope that can be accomplished within the respective phases of the budget. The respondent may also suggest what additional tasks they recommend which they feel should be accomplished. In addition the respondent can also suggest what additional financial resources or Town or other support would accomplish the entire scope of services.

#### **VI. Directions for Written Submittal**

The respondent shall submit five (5) paper copies and 1 CD or DVD of the proposal to Hiram Peck, Director of Planning and Community Development no later than 4:30 pm on December 21, 2012. Proposals can be hand delivered to the Land Use Office at 933 Hopmeadow Street, Simsbury, CT 06070.

Proposals shall consist of the following:

- A. A transmittal letter signed by the lead consultant of the firm or team offering the proposal and certifying that the proposal and cost projection will remain in effect for at least 60 days after the proposal due date.
- B. A concise and complete description of the work to be performed including:

1. An explanation of the consultant's understanding of the project and the key issues to resolve.
2. A work program and time schedule for each phase of the work, including milestones for periodic review of the work with the steering committee and the Director of Planning and Planning Department staff
3. Identification of any methodology which would be used to conduct the various elements of the study.
4. A list of personnel who will be assigned to the project including resumes for professionals expected to be involved with the project.
5. A description of any similar projects in which the consultant has been involved, including references.
6. A description of the level and type of assistance expected from Town staff and elected or appointed officials.

## **VII. Evaluation**

Responsibility for the selection of the consultant will be made largely based on the recommendation of the steering committee. The evaluation will be based on the written proposal and the consultant's presentation and interview. The interview may be in person or via the web. The selection factors may include:

- A. The specialized experience of the individuals or firms and their assigned personnel on similar projects.
- B. The consultant's understanding and technical approach to the project.
- C. The consultant's fee and billing schedule.
- D. The ability of the consultant to work in a timely manner.
- E. The consultant's schedule, including milestones and the Town's involvement in the process.

The Town reserves the right to invite a short list of responding firms for an interview based upon review of the written submittals. The Town also reserves the right to reject any and all proposals.

## **VIII. Inquiries:**

All questions regarding this RFP should be addressed to Hiram Peck, Director of Community Planning and Development at [hpeck@simsbury-ct.gov](mailto:hpeck@simsbury-ct.gov) not later than five (5) days before the proposal due date. A summary of all questions and answers will be posted on the Town of Simsbury web site at [www.simsbury-ct.gov](http://www.simsbury-ct.gov).

This Request for Proposal and any addendum to the Request for Proposal shall only be issued on the Town web site at the land use department page. It shall be the responsibility of all interested firms to check the website for addenda prior to submitting a response to this Request for Proposal. No addendum

shall be issued less than two (2) calendar days before the due date unless it is to postpone the due date.

**IX. Insurance**

- A. The successful firm shall be required to furnish insurance coverage in the amounts below.

Insurance coverage shall remain in full force for the duration of the contract term including any and all extensions.

1. Comprehensive General Liability insurance, including Contractual Liability Insurance, issued by an insurance company licensed to do business in the State of Connecticut with combined single limits of \$1,000,000 per occurrence with a \$2,000,000 aggregate limit.
  2. Workers Compensation Insurance in accordance with Connecticut State statutes.
- B. A Certificate of Insurance, naming the Town of Simsbury as an Additional Insured shall be required.
- C. The selected Consultant will agree to indemnify and hold harmless the Town and its officers, agents, officials and employees against and act, injury or claim arising from or as a result of any work done by the Consultant or any advice given by the Consultant during the course of its work on behalf of the Town.

**X. Time Frame for Selection**

Proposals Due: 4:30 pm. December 21, 2012  
Conduct Interviews: approximately January 15, 2013  
Award Contract: approximately January 30, 2013  
Project Completion: approximately June 30, 2013

11.9.12