

WINTER HAVEN

The Chain of Lakes City

July 27, 2010

REQUEST FOR PROPOSALS RFP-10-49

Sealed responses marked **"ECONOMIC DEVELOPMENT CONSULTING SERVICES"** will be received by the City of Winter Haven until **2:00 P.M., August 24, 2010**, at the office of the Procurement Services Division, Central Stores Complex, 401 6th St. SW, Winter Haven, Florida 33880, for the following:

"Economic Development Consulting Services"

At that time, responses will be publicly opened and read aloud in the Procurement Services Office.

The City is requesting responses from those qualified firms with previous experience in this type of work. Firms submitting responses shall provide evidence of their experience and expertise in similar work performed. Bidders must submit one (1) **unbound original** and ten (10) copies of their response.

Questions concerning this bid must be submitted in writing on or before **2:00 p.m., August 17, 2010 to David Dickey at ddickey@mywinterhaven.com** Questions received after this time will not be answered.

The responses shall be furnished in accordance with the RFP, requirements, and any other documents prepared for this bid. **W-9** must be attached to the bid when returned by the responding vendor. Payment will be rendered to the name and ID appearing on the W-9.

For additional information, contact David Dickey at 863.291.5600, Ext. 238

The City of Winter Haven reserves the right to reject any and all responses, to waive informalities, to re-advertise, and to enter into a contract determined to be in its best interest, in accordance with the documents referenced herein above.

Sincerely,
CITY OF WINTER HAVEN


Bob Bishop

Procurement Services Division Director

Enclosures

Procurement Services PO Box 2277, Winter Haven, FL 33883 Ph 863.291.5664 Fax 863.291.5666

REQUEST FOR PROPOSALS

DEVELOPMENT OF AN ECONOMIC DEVELOPMENT ACTION PLAN THE CITY OF WINTER HAVEN, FLORIDA RFP-10-49

In accordance with the provisions of Subsection 287.055, Florida Statutes and The City of Winter Haven Purchasing Procedure, Notice is hereby given that the City of Winter Haven, a political subdivision of the State of Florida, will accept sealed proposals until **2:00 p.m. August 24, 2010** for Economic Development Consulting Services.

1.0 Background

The City of Winter Haven is located in central Polk County along one of the sand ridges that generally runs north/south along the Florida peninsula. Within the City is a 16-lake, chain of lakes connected by canal systems dating to the early twentieth century. The original purpose of connecting the lakes was to ship citrus from groves to packing plants located along railroad lines. Today the chain of lakes serves as a recreational amenity for residents and visitors. In addition to the connected lakes, there are 28 isolated lakes in and around the City.

Primary access to the City is via US Highways 17, 27, and 92, as well as State Roads 60, 540, 542, 544, and 655. The City is located approximately 12 miles south of Interstate 4 and five miles east of the Polk Parkway (SR 570). Additionally, the City owns and operates one general aviation airport with one 4,000-foot and one 5,000-foot runway.

Winter Haven is one of the urbanized areas of the Lakeland/Winter Haven Metropolitan Statistical Area (MSA). With an estimated population of 585,733 (2008 BEBR), the Lakeland/Winter Haven MSA ranks as the seventh largest in Florida. The City has an estimated population of 34,404 (2008 BEBR) full time residents inside the city limits and an estimated service area population of 71,262 residents. An estimated seasonal population increase of 3,600 occurs during the winter months, as part time residents return from out of state. An additional daily increase in population occurs as workers and visitors enter the City to visit employment centers, medical facilities, and retail centers. Winter Haven serves as the center of a regional market that extends throughout eastern Polk County and as far south as Hardee and Highlands Counties.

Employment in Winter Haven includes a wide range of tourism, healthcare, service, government, and manufacturing jobs. With the City's location being located midway between the Tampa and Orlando areas, a portion of the City's residents leave the area for employment. Winter Haven is also home to a significant number of retirees, many of whom have moved to the City from outside of the area.

As of April 1, 2010, the City covered approximately 40 square miles, including 8.2 square miles of lakes. The area served by City utilities is approximately 65 square miles. Over the past twenty years, the City's area has increased by an average of 595 acres annually with every indication that expansion of the City's area will continue.

Several notable economic development projects, either in or adjacent to the City, have recently been announced and will have far-reaching positive effects. They are:

- a. CSX Intermodal - in conjunction with Evansville Western Railway, CSX is proposing the first Integrated Logistics Center (ILC) in the southeastern United States in Winter Haven, FL. The project is proposed to be developed in two phases. The first phase is situated on 318 acres and will consist of an intermodal terminal and is scheduled for completion in 2012. Phase 2, which will be the site of the ILC, is located on approximately 930 acres and will consist of associated warehousing and distribution related development. The intermodal facility allows freight to be transferred from one type of transportation (rail) to another (truck

Notable benefits of the ILC:

- i. 110 permanent, full-time jobs are expected to be created by Phase 1, with 1,800 jobs by Phase 2
 - ii. 6,500 "spin-off" jobs to be created by the ILC throughout Polk County and the region
 - iii. Total annual payroll of the ILC at build out will be \$282 million
 - iv. 1,400 construction jobs to be created
 - v. 3 million sq. ft. of warehouse space, 1.5 million sq. ft. of industrial use & .5 million of office space over a 10 year build-out
 - vi. \$900 million in tax revenues over a 10 year period
- b. LEGOLAND-Florida – Merlin Entertainments Group, the world's second largest attraction company, has announced the opening of their second U.S. Legoland park on the Cypress Gardens property. It has been reported that the park will be opening late in 2011 with over 50 rides including many of the signature attractions found in the company's other parks. It is estimated that the park will generate over 1,000 full and part-time positions and will see over 2.0 million visitors annually, and
 - c. Downtown Winter Haven features a growing technology hub and is home to the Inland Data and Fiber Park - a four block area downtown offering safe data storage and emergency back-up facilities to both government and corporate clients from throughout Florida and both national and international interests. The area is home to 26 technology companies employing more than 230 people. Its 300,000 square feet of space are expected to grow to 350,000 by 2012 and employment is project to grow to 500 jobs

Key to this emerging sector is a University of South Florida Polytechnic affiliated businesses accelerator that assists emerging technology startups.

2.0 Scope of Study

Even though the City has significant positive economic drivers the downturn in the national/state/local economy requires the City to broaden its economic development focus and begin to address the need for tax base expansion/diversification and the need

for job creation. Therefore, proposals are being requested for assistance with the preparation of an Economic Development Action Plan (EDAP).

The EDAP will answer the following questions:

- a. What is the current state of the Winter Haven economy (where are we)? What is the City's current economic base and how does the City fit into the larger regional economy. This analysis will indicate strengths and weaknesses of the City and point to opportunities for economic growth and diversification
- b. What direction does the City need to go (where do we want to go)? Based on the unique opportunities identified in the first step, what are the goals to be accomplished? What industries should be targeted?
- c. What are the steps needed to accomplish the goals identified in step 2 (how do we get there)? Identify key partnerships for increased collaboration. Identify potential marketing strategies and programs to achieve identified goals. Identify local incentive programs that will focus on job growth and diversification
- d. What is the best economic development model for Winter Haven (what is the organizational mechanism and structure)? Consider the various economic development models used by other municipalities and private organizations and recommend the model which best serves Winter Haven's needs. Without limiting the generality of this task, consider the benefits, if any, of tax exempt status
- e. What role should the recommended form of economic development entity have in relation to City staff, East Polk Committee of 100, Central Florida Development Council, and Winter Haven Chamber of Commerce to foster cooperation, minimize duplication of efforts, and maximize local job growth and economic development results, and
- f. What is a reasonable annual budget (start-up and short-term) to establish, staff, and operate the recommended form of the economic development entity

In addition, the EDAP will also:

- a. Help define economic development in Winter Haven
- b. Attract new businesses, residents and visitors thereby creating new employment opportunities
- c. Grow and diversify the City's tax base to lessen its reliance upon residential ad valorem revenue, and
- d. Help create an image and vision statement for economic development in Winter Haven

Given the importance of economic development in Winter Haven, the City will be adding an Economic Development Element to its Comprehensive Plan. The EDAP should include the development of Goals, Objectives, and Policies for an Economic

Development Element for the City's Comprehensive Plan. This will include provisions for attending up to two (2) public workshops and integrating public comments relating to economic development into the Goals, Objectives, and Policies. The deadline for the development of this Element is January 10, 2011.

In support of County-wide efforts for continued industry diversification and sustained economic growth, the CFDC engaged SRI International in 2008 to research and provide a foundation of information and analysis to build sustainable cluster development strategies within Polk County. The EDAP should drill-down the findings of the SRI study to develop cluster development strategies for Winter Haven.

The EDAP will set out a key set of strategies, with action items, that will build upon the City's asset base, facilitate the growth and expansion of existing business and promote the attraction of new business. This effort will continue the City's initiative of being the best place to live, work, and play.

3.0 Submittal Requirements

Any qualified firm desiring to provide the required economic development professional services should submit one (1) **unbound** original and ten (10) copies for a total of eleven (11) sets of the entire proposal including a letter of interest, requested documents and information. Failure to comply with this requirement may result in the proposal being considered non-responsive.

Eleven (11) copies of a submission package limited to a maximum of 20 pages (double-sided) should include, at a minimum:

- a. Demonstrated competence in preparation of economic development plans and background documentation. Include examples, which demonstrate a diversity of experience in a variety of projects
- b. Summary of the specialized experience and education of project lead and project team members
- c. Demonstrated evidence of the continuity of the firm, ability to meet schedules, balance workload and maintain a reliable working staff
- d. Typical client list and letters of reference
- e. Brief history of the firm, including the year it was established, and
- f. State the time, in total number of calendar days, it will take to complete the work from the date of acceptance by the City

Please be advised that failure to comply with the following criteria will be grounds for disqualification and will be strictly enforced:

- Receipt of submittal by the specified cut-off date and time.
- The number of originals and/or copies of the submittal specified.
- Adherence to maximum page requirement.
- Deposit of submittal to the correct location.

Proposals must be delivered to the Procurement Services Division Director, 401 6th Street, SW, Winter Haven, FL 33880, Phone: (863) 291-5664.

A Selection Committee will evaluate each RFP according to the criteria set forth in the **Submittal Requirements** listed above. Additional evidence of unique skills or relevant experience will also be considered.

Once the RFP's are evaluated and ranked, the Committee may choose to conduct oral presentation(s) with the Proposer(s) to provide further information on a firm's ability to meet the submittal requirements.

Any questions regarding this information should be directed to David Dickey at (863) 291-5600, ext 238 or by email ddickey@mywinterhaven.com.

4.0 General Terms and Conditions

The applicant shall defend, indemnify, save and hold the City harmless from any and all claims, suits, judgments and liability for death, personal injury, or property damage arising directly or indirectly from the performance by the applicant, its employees, subcontractors, or assigns, including legal fees, court costs, or other legal expenses. Applicant acknowledges that it is solely responsible for complying with the terms of this RFP.

The City, in its sole and absolute discretion, with or without cause, and without liability of any kind to any consultant, reserves the right to:

- reject any and all proposals, waive minor formalities, or award to and/or negotiate with the firm(s) whose proposal(s) best serve the interests of the City of Winter Haven.
- Cancel this RFP at any time and/or take any action in the best interest of the City.