



**BELLEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSALS
MARKETING/ECONOMIC DEVELOPMENT SERVICES**

REQUEST FOR PROPOSALS (RFP) FOR MARKETING/ECONOMIC DEVELOPMENT SERVICES

The Belleville, MI Downtown Development Authority is seeking proposals from qualified individuals or firms to develop a strategy for marketing existing businesses within the district and attract new businesses to downtown Belleville.

ABOUT BELLEVILLE, MI

The City of Belleville is located in Western Wayne County and is home to 4,000 residents. The City of Belleville encompasses approximately 1.2 square miles.

The Belleville Area includes the City of Belleville, the Charter Township of Van Buren and Sumpter Township and is home to over 40,000 residents. The Community is one of the fastest growing in Wayne County.

The Belleville area is known for its diverse lifestyles. You can enjoy the outdoor / rural feeling, the hustle and bustle of a growing suburb, or a small city atmosphere. Whatever your preference, everyone can enjoy the fun and excitement of Belleville Lake.

Belleville Lake is six miles long and covers 1,220 acres. The City of Belleville is situated on the south shore of the Lake offering approximately 1.5 miles of lake frontage.

Our community has welcomed visitors, assisted our business community and residents, and has been a haven for all who come to enjoy the waterways, shop, dine, and seek a peaceful way of life.

The Downtown Development Authority (DDA) promotes economic development and fosters investment within the DDA district. Working in partnership with the City the DDA increases the tax base, strengthens the local economy, and maintains special downtown qualities which make Belleville a unique and desirable place to live and work.

Come to Belleville's Downtown on the Lake, a delightful destination for dining, shopping, and relaxing with family and friends. Enjoy a traditional Main Street, beautiful parks and Belleville Lake. Located in a growing Western Wayne County community, Belleville is minutes from the I-94 Belleville Road exit, and close to Detroit Metro Airport and Ann Arbor.

RFP Schedule:

Release Date: Monday, August 1, 2022

Due Date: Friday, August 26, 2022 at 12:00PM

Project Start: October 2022

PROPOSAL SUBMITTAL

Each applicant must submit ten (10) hard copies of the RFP response and cover letter and one (1) electronic copy of their RFP response and cover letter in PDF format on a flash drive.

All responses to this RFP must be received no later than 12:00PM on Friday, August 26, 2022.

Submit Proposal Responses to:

Tim McLean-Deputy City Manager/DDA Director

City of Belleville

6 Main Street

Belleville, MI 48111.

FAX OR EMAILED PROPOSALS WILL NOT BE ACCEPTED

Responses shall include the following:

- Cover Letter
- Project Understanding Statement. A statement describing the applicant's understanding of the goals and objectives defined for the project.
- Description of the Firm and Proposed Project Team. Statement of the firm's qualifications including projects similar in scope to this RFP.

- List of References. References of at least three clients (municipal preferred) for whom comparable services were performed including the name and contact information of the primary client representative.
- Estimated project costs

SCOPE OF WORK

The Belleville DDA wishes to develop a marketing strategy in two essential areas:

1. Marketing existing businesses within the boundaries of the Belleville Downtown Development Authority.
2. Recruitment/Attraction of new businesses to occupy vacant buildings and undeveloped land within the boundaries of the Belleville Downtown Development Authority.
3. Marketing & Promotion of Community Events.

GOALS

Create awareness of existing businesses in Belleville and attract new customers.

Encourage new retail and entertainment businesses to open up in Belleville. There should be an emphasis on establishing a solid base of repeat customers.

Increase awareness of Community Events.

DELIVERABLES

- A written strategy document for marketing existing businesses within the boundaries of the Belleville Downtown Development Authority. This should include recommendations on implementing best practices in “economic gardening” of existing businesses.
- Written recommendations on attracting new retail and entertainment businesses to the City of Belleville.
- Timelines and documentation of who is responsible for implementing the specific goals.

REVIEW AND SELECTION

The DDA Economic Development Committee will review proposals received and make a recommendation to the DDA Board for approval of a contract between the two parties.

Interviews may be held by the DDA Economic Development Committee as part of a consultant's submittal. Should the DDA chose to conduct interviews, interested firms represented by the proposed project team members must be able to attend the interview to be considered for this project.

Certain factors will be considered in evaluating the consultant's qualifications, including, but not limited to, the following:

- Demonstrated understanding of requirements and recommended approach;
- Proven track record in economic retention and attraction;
- Visual appeal of representative work;
- Ability to keep project on track and to meet agreed upon deadlines;
- Personnel qualifications of key personnel assigned to this project;
- Availability to start project immediately upon award of contract; and
- Price.

RESOURCES

City of Belleville website: www.bellevilleonthelake.com

Belleville Downtown Development Authority website: www.bellevilleonthelake.com/dda/