City of Holly Hill Community Redevelopment Agency

REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES FOR

NEW COMMUNITY REDEVELOPOMENT PLAN UPDATE

23-CRA-05

Part I: GENERAL INSTRUCTIONS

1. PURPOSE
2. Intent of RFP: It is the intent of the Community Redevelopment Agency and the City Commission of Holly Hill, FL to select a professional company, consultant teams and/or an individual contractor to update the Community Redevelopment Plan for the Community Redevelopment District in Holly Hill for the purpose of requesting an extension of the May 28, 2026 expiration date to May 28, 2036.
3. Time and Due Date: The City of Holly Hill will accept Proposals that must include statements of qualification from firms/individuals, corporations, partnerships and other legal entities authorized to conduct business in the State of Florida. The Proposals must be received by the City no later than 2:00 p.m., October 12, 2023.
4. Background: Visioning and Revitalization Efforts
   1. Overview: The City of Holly Hill has an existing CRA Plan which covers the CRA District within the City which expires May 28, 2026.
   2. The Community Redevelopment Plan Update: The focus of the Plan Update will include the entire CRA District and will include a particular focus on the Pictona/Ridgewood Avenue and LPGA corridors. The Community Redevelopment Plan is the enabling document which encompasses all the elements which may be undertaken to remove slum and blight and revitalize the Community Redevelopment District. This Plan will be realized through the collaboration of the residents of Holly Hill, business and property owners, City staff and the City Commission.
5. CONTRACT AWARDS/TERMS OF CONTRACT: Following the selection of a qualified firm/individual, the City anticipates entering into a contract with the firm/individual whose qualifications and experience are judged to be most advantageous to the City. The project compensation schedule will be negotiated to provide the flexibility to the Consultant to prioritize staff as efficiently as possible. The Proposer understands that any response to this RFP as submitted will not constitute an agreement or a contract with the Proposer. A proposal is not binding until proposals are reviewed and accepted by the Community Redevelopment Agency and the City Commission, and all parties execute a contract.
6. DEVELOPMENT COSTS: Neither the City Commission nor the Community Redevelopment Agency shall be liable for any expense incurred in connection with preparation of a response to this Request for Proposals. Proposers should prepare a straightforward and concise description of the Proposer’s ability to meet the requirements of the RFP.
7. INQUIRIES: Direct questions related to this RFP to the City’s Finance Director, Michele Moore, and submit such questions in writing to [financedirector@hollyhillfl.org](mailto:financedirector@hollyhillfl.org); include the page and the paragraph number for each question in order to ensure that questions asked are responded to correctly. Proposers must clearly understand that the only official answer or position of the City will be the one stated in writing and posted on VendorLink ([www.myvendorlink.com](http://www.myvendorlink.com)) from [finance@hollyhillfl.org](mailto:finance@hollyhillfl.org). All questions asked, along with the answers rendered, will be electronically distributed to firms registered for this solicitation and posted on VendorLink ([www.myvendorlink.com](http://www.myvendorlink.com)).
8. PROPOSAL SUMMARY: The City will receive proposals at the following address, being clearly marked on the outside: RFP—Professional Services for New CRA Plan Update, Attention: Michele Moore, Finance Director, City of Holly Hill, FL 1065 Ridgewood Avenue, Holly Hill, FL 32117. Upon opening, the submitted Proposal will become a “public record” and shall be subject to public disclosure in accordance with Chapter 119 of the Florida Statues.
9. RESERVED RIGHTS: The City reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in the best interest of the City. The City, in its sole discretion, may expand the scope of the work to include additional requirements.
10. REUSE AND OWNERSHIP OF DOCUMENTS: All data, inputs, analytical reports, contract documents, deliverables and other work products that result from the professional services being offered through any response to this RFP and any contract resulting therefrom shall become the property of the City and shall be delivered to the City as requested. Any and all information/materials covered under this paragraph and RFP may not be copyrighted by the contractor. The City may use all data and products for purposes deemed appropriate for the business of the City.
11. SCOPE OF WORK: The Objective of this project will be to update the Community Redevelopment Plan for the CRA District of Holly Hill, the entire CRA District, and will include a particular focus on the Pictona/Ridgewood Avenue and LPGA Corridors. The proposed Scope is as follows:
    1. Review the existing Community Redevelopment Plan: The Consultant shall review the existing Redevelopment Plan, update the Plan and seek a ten year extension of the Plan.
    2. Through Community Outreach and Stakeholder Involvement, articulate a vision for the Community Redevelopment District. The Consultant will lead the community participants and stakeholders through a variety of exercises that will result in the clarification and articulation of a vision for the CRA. The Consultant shall hold at least two (2) community meetings for citizens, business owners and stakeholder groups to allow for maximum participation. There shall be one daytime meeting between the hours of 9:00 a.m. and 4:00 p.m. and one evening meeting between the hours of 6:00 p.m. and 8:00 p.m. in addition to as many meetings with the City Commission as the City deems necessary.
    3. The Plan: The Consultant will consolidate all the research, analysis and community input into a Plan document which shall include streetscape guidelines, incentives, illustrations, renderings, elevations, computer simulations of future development at buildout and other elements needed to update the current Plan.
    4. Deliverables for the Plan:
       1. Meetings with staff to coordinate the project as it progresses;
       2. Monthly reports outlining significant meetings. discussions, actions and results;
       3. The Consultant shall present a draft of the Plan prior to finalizing the deliverables for the purpose of receiving feedback and making revisions at the direction of the Community Redevelopment Agency and City Commission;
       4. One original and 6 (six) copies of the final Plan with all maps, guidelines, etc. and 1 (one) copy in electronic format; and
       5. Electronic version of final documents must be provided in a compressed or web view, as well as in a printer friendly version.
12. ESTIMATED TIME SCHEDULE: The basic contract period shall be negotiated for completion of deliverables identified in this RFP and included in the execution of any resulting contract with the most qualified firm and/or individual as determined by the City Commission.
13. CONTENTS OF THE STATEMENT OF QUALIFICATIONS: As part of the Responder’s Proposal, each firm/individual shall submit documentation of their qualifications for consideration and will include the following information. All responses shall, at a minimum, contain the following:
    1. Scope of Service and Statement of Qualifications: Describe in detail an understanding of the services requested. Respondents shall also submit a statement of qualifications that addresses the proposed scope of services, provides a company/individual profile and describes major accomplishments.
    2. Description: Description of overall knowledge of Holly Hill, FL.
    3. Business Organization: State the full name of the organization and indicate whether the company operates as a partnership, corporation or sole proprietorship. State the number of years the organization/individual has been in business and include the name and business address of company owners. Identify the individual by name and title authorized to negotiate contract terms and enter into legally binding commitments. Identify by name and position the staff persons assigned to the project and who will actually perform the services requested in this proposal.
    4. Project Management: Provide a narrative explanation that specifies project management and reporting responsibilities for managing a project similar to the one described in this request. The narrative should also detail the approach, methodology, deliverables and client meetings and submit a proposed contract.
    5. Samples of Previous Work: Provide a minimum of four samples of previous services for municipal entities, including at least two examples of other completed CRA Plans.
    6. Reference and Client List: List four former clients for whom similar or comparable services have been performed in the State of Florida.

PART II: INSTRUCTIONS FOR PREPARING PROPOSALS

1. PROPOSAL FORMAT: Response to the RFP must address each of the following:
   1. Section 1— Qualifications: Provide a statement of your qualifications. Identify your firm’s capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the team members and location of the offices that would manage this project.
   2. Section 2— References: List four prior clients for whom similar or comparable services have been performed. Describe the outcomes of each project and the process your company took to achieve those outcomes.
   3. Section 3— Proposed Budget: Define the total estimated contract amount on a time and material basis, with a not to exceed amount. Include the following:
      1. A list of all phases of work;
      2. A list of all tasks required to accomplish each phase;
      3. The time duration required to accomplish each phase of the work; and
      4. The amount to be paid for each phase.

PART III: SELECTION PROCESS

1. EVALUATION METHOD AND CRITERIA: The City Commission, or its Designee, shall be the sole judge as to the merits of the Proposal and any resulting agreement. The evaluation criteria will be as follows:

Total Points 100

* 1. Qualifications 0 to 35\_\_\_\_\_\_
     1. Shows a strong knowledge of creating CRA PLANS for public agencies/clients
     2. Proves a successful work history for previous projects for public agencies/clients
  2. Team Proposed for Project 0 to 15\_\_\_\_\_\_
     1. Incorporates a strong team structure able to handle the task
     2. Team members have resumes that reflect experience in planning
  3. Cost 0 – 25\_\_\_\_\_\_\_
     1. Cost breakdown is detailed and meets the City’s requirements
     2. Costs are controlled
  4. Provided Services 0 – 20\_\_\_\_\_\_\_
     1. Shows a thorough understanding of the project
     2. Able to meet all of the principal areas defined in the RFP
  5. References 0 – 5\_\_\_\_\_\_\_\_
     1. Provide references reflecting examples of successful outcomes for similar projects

Total:\_\_\_\_\_\_\_

1. Schedule: The anticipated schedule is a follows:
   1. Publish RFP August 30, 2023
   2. Responses to RFP due no later than 2:00 p.m., October 12, 2023
   3. Consideration of proposals by City Commission November 14, 2023
   4. Execute Contract after November 14, 2023
   5. Dates are subject to change as determined by the City

LEGAL NOTICE

Notice is hereby given that the City of Holly Hill, FL is accepting Sealed Proposals to select a professional company, consultant teams and/or an individual contractor to update the Community Redevelopment Plan for the Community Redevelopment Agency (CRA) in Holly Hill for the purpose of requesting an extension of the expiration date to May 28, 2036.

The anticipated schedule is a follows:

* 1. Publish RFP August 30, 2023
  2. Responses to RFP due no later than 2:00 p.m., October 12, 2023
  3. Consideration of proposals by City Commission, or its Designee, November 14, 2023
  4. Execute Contract after November 14, 2023
  5. Dates are subject to change as determined by the City
  6. There will be no pre-bid meeting

Proposal Submission

The City will receive Proposals at the following address, clearly marked on the outside:

RFP-Professional Services for New CRA Plan Update

Michele Moore, Finance Director

City of Holly Hill

1065 Ridgewood Avenue

Holly Hill, FL 32117

Upon opening, the submitted Proposal will become a “public record” and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

Copies of the bid documents may be obtained electronically from VendorLink at [www.myvendorlink.com](http://www.myvendorlink.com). Any addenda to these bid documents will be posted on the VendorLink website. It is the bidder’s responsibility to confirm that all addenda have been received prior to submitting a bid for this project. All questions should be directed in writing to Michele Moore at [financedirector@hollyhillfl.org](mailto:financedirector@hollyhillfl.org). Questions are to be submitted not later than 2:00 p.m., October 9, 2023.

The City of Holly Hill is not responsible for the U.S. mail or private carriers or messengers to deliver proposals by the specific time so that a bid can be considered. No bids received after the time and date specified for the opening will be considered. The City of Holly Hill, FL reserves the right to reject any and all bids, to waive all non-substantial irregularity in bids reviewed, whenever such rejection or waiver is in the best interest of the City. One (1) original and one (1) electronic copy on a USB flash drive shall be addressed as indicated above.

City of Holly Hill, FL

Volusia County, FL

s/ Joseph A. Forte

City Manager

**E-VERIFY COMPLIANCE**

Affidavit of E-Verify Requirements Compliance

The Consultant/Contractor agrees to comply with Section 448.095, Florida Statutes, and to incorporate in all subcontracts the obligation to comply with Section 448.095, Florida Statutes.

1. The Consultant/Contractor shall utilize the U.S. Department of Homeland Security’s E-Verify system to verify the employment eligibility of all new employees hired by the Consultant/Contractor during the term of the Agreement and shall expressly require any subcontractors performing work or providing services pursuant to the Agreement to likewise utilize the U.S. Department of Homeland Security’s E-Verify system to verify the employment eligibility of all new employees hired by the subconsultant/subcontractor during the Agreement term.

2. That the Consultant/Contractor understands and agrees that its failure to comply with the verification requirements as set forth herein or its failure to ensure that all employees and subconsultant/subcontractors performing work under this Agreement are legally authorized to work in the United States and the State of Florida constitutes a breach of this Agreement for which the City may immediately terminate the Agreement without notice and without penalty. The Consultant/Contractor further understands and agrees that in the event of such termination, the Consultant/Contractor shall be liable to the City for any costs incurred by the City as a result of the Consultant’s/Contractor’s breach.

Consultant/Contractor shall execute and return the Affidavit of E-Verify Requirements Compliance to City. IN WITNESS WHEREOF, the parties have made and executed this Agreement for the purposes stated above.

Consultant/Contractor Name and Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_