

**REQUEST FOR PROPOSALS
CITY OF BIRMINGHAM
COMMERCIAL REAL ESTATE MARKET ANALYSIS AND
ECONOMIC STRATEGY FOR THE PRATT COMMUNITY**

INTRODUCTION

The City of Birmingham, Alabama requires assistance with the development of a commercial real estate commercial market study with the goal of revitalizing the local economy and providing the residents of Pratt City with economic opportunities, increased access to goods and services and job creation.

SCOPE OF WORK

The City of Birmingham is requesting proposals from qualified professionals to conduct a comprehensive commercial real estate market analysis for the Pratt City community. The study should include the following:

Demographic Analysis

- Analyze major development trends impacting study area
- Perform a demographic analysis
- Perform retail potential analysis
- Review employment characteristics

Real Estate Market Characteristics/ Real Estate Demand

- Review and analysis of existing business inventory addressing retail, dining, entertainment, personal and professional services, institutional uses, offices, and tourism
- Fiscal analysis of project area and its economic relationship to surrounding neighborhoods
- Conduct interviews with individuals and/or small groups (ideally developers and property owners) to gain additional insight into market conditions
- Identify key industries, types of services, amenities, and/or leasing space that is lacking in area to service demographic profile

Projects

- Identify the location of potential commercial catalyst projects
- Define components of catalyst projects
- Provide a suggested development timeline

Report

- Present findings in a clear, concise, written report
- Present results of the market study and strategy to the community

TIMELINE

- RFP Issued: Friday, October 31, 2014
- RFP Responses Due: Friday, November 14, 2014

- Selection of Consultant: Friday, November 21, 2014

The City reserves the right to make adjustments as needed to the above schedule.

QUESTIONS

Please direct all questions to Erin.Johnson@birminghamal.gov

SUBMISSION REQUIREMENTS

A consultant, firm or combination thereof wishing to submit a proposal must include the following in their response:

1. A brief history of the proposing entity, including general background, knowledge of real estate acquisition, and experience working with relevant legal issues that are typically associated with the acquisition of real property.
2. Resumes of the personnel assigned to the project.
3. A statement substantiating the resources of the proposing entity and the ability to carry out the scope of work requested.
4. Proposed fee structure, including billing rates, hourly rates, reimbursable expenses, etc. Preferences will be given to firm/individual with fixed pricing.
5. References including contact information for at least one organization to which the consultant has provided this type of service.
6. At least one (1) example of work.

SELECTION

Proposals will be reviewed and evaluated by staff.

Criteria for evaluation will include:

50% Proposal for accomplishing the tasks listed in Project Scope
40% Cost
10% References

RFP SUBMISSION PROCESS

Proposal Deadline: Proposals must be received no later than 4:00 PM, November 14, 2014. Sealed proposals must be received in the Community Development Office at the address referenced below. Submittals should include three hard copies including signature. No proposals received by fax or e-mail transmission will be accepted.

Community Development Department
Commercial Real Estate Market Analysis and Economic Strategy for the Pratt
Community RFP
Room 1000- (10th Floor), City Hall
710 North 20th Street
Birmingham, AL 35203

Proposing entities are asked to note on the outside of their proposal package:

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