



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#13-1035

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Lee Feldman, ICMA-CM, City Manager

DATE: August 20, 2013

TITLE: Motion to approve the purchase of a city-wide economic development
strategic plan (EDSP) – Request for Proposal (RFP) 835-11182 - \$79,800

Recommendation

It is recommended that the City Commission approve the purchase of services to develop a city-wide economic development strategic plan, to the first ranked proposer Willdan Financial Services, Inc. with their sub-consultant Renaissance Planning Group, Inc., in the amount of \$79,800.

Background

At the April 2, 2013 (CAM 13-0131, BUS-4) City Commission Conference meeting, the City Commission approved issuing an RFP for the creation of an EDSP. The EDSP is listed as a top priority in the 2013 City Commission Annual Action Plan (CAAP).

The EDSP will provide a mission statement and a city-wide vision specific to economic development, but its primary focus will be on identifying strategies for key geographic areas, as was specified by the City Commission. These strategies will build upon that area's current economic asset base, facilitate growth and expansion of existing industry and businesses, with a particular focus on retail and retention, and overcome challenges that hinder the redevelopment of these areas which are integral to the City's economic future. The strategies developed will address both the needs and impediments of existing business, while defining methods for attracting and growing new business. An implementation plan, together with a metric to measure the success of these initiatives, will also be developed. The EDSP will include the following:

- A Comprehensive Mission Statement and core set of values for the EDSP
- A summary of the relevant city, county and regional plans and initiatives that were referenced during the preparation of the EDSP
- A city-wide stakeholders list
- An Economic Development Profile Report for the City
- Identification and recommendation of potential city-wide economic development incentive programs for business retention and recruitment that are applicable to each geographic region

- The following will be provided for each geographic study area:
 1. An Economic Development Profile Report
 2. A stakeholders list
 3. A Strengths Weaknesses Opportunities and Threats (SWOT) analysis
 4. An Economic Development Strategic Action Plan (EDSAP), including an Entrepreneurial Development and Empowerment Strategy and a Targeted Industry Growth Strategy.
 5. A retail recruitment strategy
 6. An implementation program and a metric to measure the success of the strategies and initiatives
 7. Grants and other alternative funding opportunities

The plan will take approximately five months to complete, with submittal of the final report to the City Commission anticipated by February, 2014.

An RFP was released on April 5, 2013 and five proposals were received. On June 14, 2013 the selection and evaluation committee (SEC) consisting of the following persons: Alfred Battle and Jenni Morejon, Sustainable Development, Clara Bennett, Transportation and Mobility (Executive Airport), Dan Linblade, Fort Lauderdale Chamber of Commerce, and Bob Swindell, Senior Vice President of Business Development for Broward Alliance, shortlisted the five ranked firms. On June 25, 2013 the shortlisted firms made presentations to the SEC and the SEC ranked Willdan Financial Services, Inc. as the first ranked proposer.

Resource Impact

There will be a fiscal impact to the City in the amount of \$79,800.

FUNDS AVAILABILTY LOCATION:

FY	FUND	SUB FUND	FUND NAME	INDEX #	INDEX NAME	SUB OBJ #	SUBJECT NAME	AMOUNT
2013	001	01	GENERAL FUND	DSD050101	ECONOMIC DEVELOPMENT	3199	OTHER PROFESSIONAL SERVICES	\$79,800
TOTAL								\$79,800

Attachment

Exhibit 1 – Evaluation Committee Tabulation 835-11182

Prepared by: Michael F. Walker, Manager of Procurement and Contracts
Carrie Keohane, Administrative Assistant I

Department Director: Gregory Brewton, Sustainable Development