



City of Anderson Grants and Redevelopment

1887 Howard Street, Anderson, California 96007
Phone: (530) 378-6646 Fax: (530) 378-6648

The City of Anderson issues this Request for Proposals (RFP) for completion of a City of Anderson Gateway Area Commercial Revitalization Plan. The City will select a consultant from those responding to this RFP.

I. Introduction

The City of Anderson has received a CDBG Technical Assistance grant to fund a study to develop an Anderson Gateway Area Commercial Revitalization Plan for the City of Anderson.

The purpose of the study is to create a framework for public/private collaboration and reinvestment to strengthen the economic health and physical character specific to the Anderson Gateway Area. The subject site is an underutilized shopping center located on Balls Ferry Road. It is a multi-tenant center that is struggling to compete for commercial tenants. The current anchor tenant is a Safeway store. The balance of the shops (10-15) has been florists, gift stores, electronics, and other small commercial retail businesses.

The study should include recommendations on physical improvements necessary to improve the economic climate of the area; diversify the commercial activity by recommending creative uses and enhance the physical condition of the area through sustainable development strategies. The study should recommend and identify the best uses of CDBG Enterprise funding, Program Income, Over-the-Counter and other economic development funding to provide targeted business loans for the purposes of:

- Façade Improvement Programs
- Micro Enterprise Loans
- Infrastructure water/waste water improvements
- Expansion/retention activities

II. Community Background:

The City of Anderson is approximately 6.2 square miles and has a population of 9,932. It is located in south Shasta County along the Sacramento River. It is characterized by the River Valley landscape that rises in the west into rolling foothills. The land was once used for agriculture has changed to residential, commercial and industrial uses since the coming of the railroad in 1872. Anderson serves as its own self-reliant town that offers a variety of recreational, cultural and educational opportunities for preschoolers to seniors.

Currently retail sales is the largest industry in the community supplemented by a few wholesale merchants scattered throughout the City's industrial zone districts. The City consists of three major retail establishments, Gateway Shopping Center, the Factory Outlet Center and the Anderson Marketplace. The downtown has recently established a mixed use zone district to allow unique uses and help preserve the existing historic and enhance the unique character of downtown Anderson. The intent of the Mixed Use zone is to enable the downtown area to become a pedestrian-oriented shopping, dining, entertainment and living center for the citizens and visitors of the City. The City of Anderson is the home of the Shasta County Fairgrounds. The fair draws over 105, 000 people during the 5-day event, the largest event in Shasta County.

The City of Anderson was incorporated in 1956. Until the 1990's the areas major employment was the local lumber mills and Paper Company. Today County and City government is one of the largest employers, including the school system. As with many other communities the City of Anderson has been a victim of global market shifts and the poor economy and has been unable to replace lost jobs to any sustainable degree.

III. Scope of Work

The consultant shall be responsible for compliance with all requirements of the CDBG Program funding the project and shall include ongoing services as may be required to fulfill the requirements set forth in the CDBG Standard Agreement #11-PTEC-7611, for the life of said agreement. The successful consultant will have experience in economic development research and planning.

Phase I: Understand Market Conditions

1. Creating a Building and Business Inventory
2. Surveying Business Operators/Property Owners
3. Analyzing Business Mix, Trade Area, Customer Demographics
4. Hold Focus Groups Meetings/Customer Surveys

Phase II: Identify Market Opportunities by Sector

1. Evaluate Existing and Retail Opportunities
2. Evaluate Existing and Future Service Business Opportunities
3. Evaluate Restaurant Opportunities
4. Evaluate Office Market Opportunities

Phase III: Drawing Conclusions and Developing Recommendations

1. Business Retention and Expansion
2. Niche Recommendations
3. Space Utilization
4. Marketing Plan
5. Business Recruitment Recommendations

IV. Deliverables

Final Product: The final product will include (10) hard copy reports (Anderson Gateway Area Commercial Revitalization) covering each item listed in the scope of work. Additionally, the city will require all work items to be provided in an electronic format (MS Word or PDF). This will allow the city to utilize each of the work items for a secondary purpose including grants, community presentations and reports to local and state policy makers.

Intended outcomes of this proposed study are as follows:

- Understand the dynamics of the Gateway trade area including its customers and competition.
- Address specific issues (business mix, vacancies, intense competition from the edge of town, etc.).
- Demonstrate the economic importance of areas.
- Identify strategies to support business expansion and recruitment efforts (specific to the area).
- Identify niche markets.
- Identify appropriate mixed uses for downtown and geographic clusters.
- Develop a market-driven promotional plan.
- Identify potential design improvements.

NOTE: All final products must include an acknowledgement of State CDBG funding on the front cover.

V. Proposal Requirements

Proposals from interested parties should incorporate:

- A Cover Letter
- A brief history and summary of your firm's qualifications, including:
 - A statement of your firm's affirmative action policy
 - A statement indicating small business and/or minority or woman owned business status.
- Your firm's experience as it pertains to:
 - Economic Development
 - Strategic Planning
 - Developing and conducting economic development plans and studies
- References:
 - Provide the name and contact information for a minimum of three references for work performed.
- Project Personnel and their availability
 - The proposal should identify and commit the key staff that will be utilized, their experience with the proposed services described in the above scope of work, and their availability.
- Proof of Insurance
 - General and automobile liability
 - Workers compensation

VI. Cost of proposed services

Provide cost for conducting the proposed economic development study and providing an Economic Development Plan as described in the Scope of Work.

VII. Project Schedule

1. Commence work within 30 days of the award of contract.
2. Project shall be completed by September 13, 2013.

VIII. Selection Process

The City of Anderson will review the proposals and recommend a consultant to the City Council based on the following selection criteria:

1. Capacity to perform the Scope of Work (40%)

2. Experience, both general firm and/or individual experience (30%)
3. Ability to complete projects in a timely manner, based on past performance (20%)
4. Price for services (10%)

The City reserves the right to reject any and all proposals submitted, to request clarification of services submitted, to request additional information from competitors, and to waive any irregularity in the proposal and review as long as City procedures remain consistent with State Department of Housing and Community Development (HCD) procurement requirements.

Additional questions may be asked of the respondents and formal interviews may be conducted. Please submit three (3) copies of your proposal for services by 4:30 p.m. on February 27, 2012, to:

Juanita Barnett, City Clerk
City of Anderson
1887 Howard Street
Anderson, CA 96007

Please direct questions regarding the Economic Development Plan to Development Services Director Kristen Maze at (530)378-6643 and questions regarding the RFP to City Clerk Juanita Barnett at (530)378-6646.