



Town of Upper Marlboro

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Request for Proposals Downtown Upper Marlboro Economic Development Firm RFP # UM 2022-01

Project Overview: The Town of Upper Marlboro is seeking a qualified, multi-disciplinary consulting firm or team to assist the Town with complete Economic Development support over multiple years. The firm will be expected to both assisting in planning for Economic Growth and implementing economic growth strategies. This includes developing a strategy for growth of the Town, business attraction, business retention, incentivizing commercial and residential property maintenance and revitalization. The Town wishes to support several commercial centers with a focus on connections between these areas for pedestrians and bicyclists and visually through a uniformity of design and branding. The Town is seeking to develop environmental and nature tourism to connect and take advantage of its location near hiking, biking, and water trails. The firm will provide support for the Town in developing its 10-year vision plan. The firm should be prepared to help the Town with Economic Development support for existing commercial areas as well as developing commercial locations and any newly annexed commercial centers.

Scope of Project: The Town of Upper Marlboro will create an advisory committee, to include Town elected officials and staff, property and business owners, and members of the public to work directly with the consultant and staff to provide review comments and recommendations. The selected consultant must:

- a. Facilitate, record, and process information gathered from a determined number of stakeholder meetings and other means to collect public input, including resident surveys.
- b. Attend regular Town meetings and work sessions.
- c. Analyze demographic, economic, infrastructure, transportation, and environmental data to recognize historical trends and to project future trends.
- d. Analyze existing land use regulations and policies.
- e. Evaluate existing traffic patterns and make recommendations, particularly to increase the pedestrian friendliness of walking to Main Street from residential areas and other current or planned commercial centers.
- f. Evaluate existing parking and make recommendations for future needs, this should include implementation strategies for enhancing and expanding downtown parking.
- g. Identify public space improvements.
- h. Identify strategies to enhance downtown gateways, commercial centers, and create a visual connection between areas via branding.
- i. Identify ways to improve Downtown Upper Marlboro's walk and bike scores.
- j. Identify opportunities and provide vision for mixed-use infill development that maintains the character and walkability of the downtown district.
- k. Assist the Town in completing its 10-year Vision Plan that currently underway.
- l. Review and support the Town's Building Improvement Program with the Sustainable Communities Working Group.
- m. Create business retention and attraction strategies including identifying specific business types to target.

- n. Identify methods to encourage and incentivize investment in commercial properties by area property owners.
- o. Recommend strategies to develop a environmental tourism market in Upper Marlboro.
- p. Assist the Town with its designation as a Main Street Affiliate and assist with developing a business group and possible Main Street Manager.
- q. Prepare implementation strategies to achieve goals and objectives and assign responsibilities
- r. Please provide a timeframe/schedule for any deliverables in your proposal.

Deliverables:

- Phased implementation plan
- Digital copy of all reference data and preliminary study documents
- Recommendations and renderings and other supporting materials for the Town’s Vision Plan
- Marketing materials for attracting new businesses
- Marketing materials for tourism
- Funding plans/options

Deadline: Responses to this RFP are to be submitted by **Friday July 1st, 2022**, at 5pm. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Confidentiality Vendors must treat all documents and information provided by the Town including this RFP, as confidential. The Town will treat all proposals received, and the information contained therein, as confidential until a negotiated contract is executed, or all proposals are rejected.

Public Statement No vendor shall make any public statement in relation to this RFP without prior written consent from the Town.

General Conditions The following general conditions apply:

- The Town may not necessarily accept the lowest cost proposal but will strive to select the best and most responsive proposal.
- The Town may cancel this RFP or amend its contents at any time prior to acceptance of a proposal.
- If no proposal is acceptable, then the Town may either re-issue the request for proposal or negotiate with one or more vendors for a satisfactory offer.
- The award of a proposal shall not be deemed final unless and until a contract is successfully negotiated and approved by Town.

Insurance: It is desirable that respondents carry insurance in the approximate amounts set forth below. Responders who carry lower limits should state so in their responses to the proposal (bid response).

- Workers’ Compensation (as required by State of Maryland law)
- Comprehensive General Liability Limits: \$500,000 per occurrence for Bodily Injury \$500,000 per occurrence for Property Damage \$1,000,000 aggregate
- Automobile Liability: Limits: \$500, 000 per person \$500,000 per occurrence \$500,000 per occurrence for property damage

- Selected respondent will be required to submit a policy endorsement naming the Town of Upper Marlboro, Maryland, as an additional insured.

Budget: The Town is planning for the budget of this RFP to be between \$50,000 and \$75,000, per year.

Rejection Of Submissions: The Town reserves the right to do the following: reject any or all submissions, waive informalities and irregularities in the submissions received, and accept any portion of any submission if deemed in the best interest of the Town.

Incurring Cost: The Town is not liable for any cost incurred by entities prior to executing a contract or purchase order.

Point of Contact: Kyle Snyder, Town Administrator, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.