



Request for Proposals

Economic Development Strategic Plan 2022-2027

June 1, 2022

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1 Introduction

The Town of Leland is seeking proposals (“Proposal”) from qualified, professional consultants who will assist the Town in creating an economic development strategic plan for the Town’s Economic and Community Development Department (“Strategic Plan”). The Strategic Plan shall expand upon the updated 2022 strategic plan outline (“2022 Strategic Plan Outline”) prepared by the Leland Economic Development Committee (“LEDC”). The successful proposal will provide qualifications for the development of the Strategic Plan, including relevant experience and references, as well as a brief narrative of the firm’s approach to the Strategic Plan’s development. The consultant awarded this contract will have the primary responsibility of developing the document and will work in coordination with the Town of Leland’s Economic and Community Development Director (“Director”) and the LEDC.

All sealed proposals must be received by 5:00 PM on June 30, 2022. Inquiries, amendments, or submissions received after the time and date listed above shall not be considered for evaluation.

Questions, requests for information, and responses to this RFP shall be addressed and delivered to:

Town of Leland Economic Development Department
Attention: Gary Vidmar, Economic and Community Development Director
102 Town Hall Drive
Leland, NC 28451
gvidmar@townofleland.com
(910) 332-4294

Written questions shall be submitted by no later than June 21, 2022. Questions should be emailed to gvidmar@townofleland.com. Only written questions will be considered formal. Any information given verbally or by telephone will be considered informal. Any questions that the Town feels are pertinent to all proposals will be included as an addendum to the RFP.

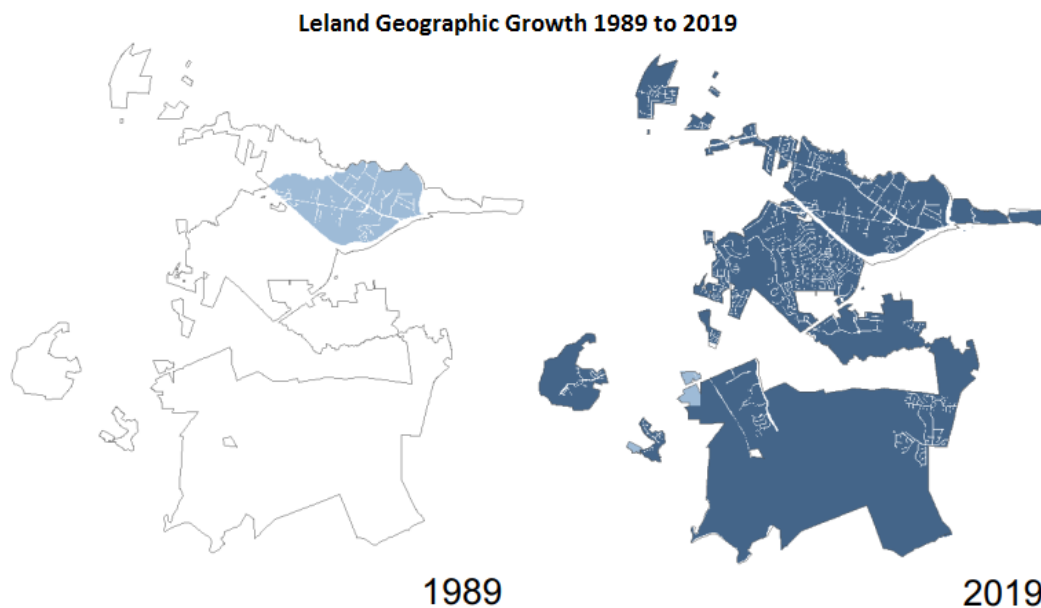
The Town of Leland reserves the right to reject any and all submissions for any reason or no reason. This RFP does not obligate the Town to pay any cost incurred by respondents in the preparation and submission of a response nor does it obligate the Town to accept or contract for any expressed or implied services.

2 Town History and Overview

Leland is located in Brunswick County ten (10) minutes from downtown Wilmington and was incorporated in 1989. Leland is currently approximately 20.3 square miles and is presently experiencing unprecedented growth. On May 21, 2020, the U.S. Census Bureau identified the Town of Leland as the fastest growing city in the State of North Carolina and further identified the Town as the 12th fastest growing city of the fastest growing cities by state in the Country. The official U.S. Census Bureau number released on August 12, 2021, shows a continued pattern of significant growth for the Town of Leland. The total population count of 22,908 marks a 69.4% increase from 13,527 in 2010. Demand for housing from in-migrating retirees along with commuters and families seeking alternative housing options to Wilmington and New Hanover County have contributed to the significant population growth and residential development in Leland.

Leland has grown in geographic size as a result of annexations. With many voluntary annexations, the Town negotiates development and economic development agreements to incentivize commercial and

residential development. The Town has a pro-growth disposition and intends to continue to expand in both population and geographic area.



The recently completed Interstate 140 connection to Interstate 40, US Highway 421, and US Highway 17 has improved local and regional access to Leland. Other potential and planned transportation improvement projects, including replacement of the Cape Fear Memorial Bridge and Interstate 74, will further enhance access to and from Leland.

Leland's growth has been dynamic and multi-faceted. Single-family detached residential predominates the residential growth, followed by multifamily and townhome projects. Commercial growth has been limited but an increase in demand for service, retail, and institutional uses such as health care support services has been noticed. Most new growth and investment have occurred along or near the US Highway 17 corridor through conventional zoning districts and design requirements. Leland's Gateway District benefits from the FlexCode, a transect oriented form-based code, with several infill projects beginning to shape the vision desired for the areas near Village Road and Old Fayetteville Road. In 2020, an approximately 225-acre segment of the nearly 600-acre Leland Innovation Park was voluntarily annexed into the Town. Leland Innovation Park was rebranded three years ago from its previous title of Leland Industrial Park. The annexed area, located near I-140 and Highway 74/76, is giving Town officials a chance to plant industries that will shape the Town's future identity. This tract is anticipated to include a blend of advanced manufacturing, distribution, and research companies.

3 Background

In 2021, the Town of Leland adopted the Leland 2045 – Planning for Generations Comprehensive Plan ("Leland 2045") to serve as the principal guiding document when addressing long-term goals, growth, and development issues: <https://www.townofleland.com/planning-inspections/planning-zoning/leland-2045-planning-generations>. Leland 2045 is a planning document that outlines goals, policies, and implementation strategies that were developed through a robust public engagement process. The purpose of the Leland 2045 Plan is to enable Leland officials and citizens to anticipate and constructively respond to growth and change, establish the need for investment in strategic economic development

planning and initiatives, and to encourage the development of safe and healthy, built, and natural environments that create opportunities for all. The Strategic Plan to be developed by the selected consultant will be the first that the Town has undertaken. Staff anticipates that it will reflect and be complementary to the Leland 2045 Plan, while also considering the special character, opportunities, and goals of the Town of Leland.

4 Related Documents

- Town of Leland Economic Development Committee 2022 Strategic Plan Outline
<https://townofleland.sharepoint.com/sites/economicdevelopment/Economic%20Development/Strategic%20Plan/Strategic%20Plan%202022/EDC%20Strategic%20Plan%20Outline%202022-%20Final%20Draft.pdf>
- Leland 2045 Comprehensive Land Use Plan
https://www.townofleland.com/sites/default/files/uploads/documents/leland2045_final_draft.pdf
- Town of Leland Parks, Recreation, and Open Space Plan
https://www.townofleland.com/sites/default/files/uploads/pros_master_plan_final-leland_8_13_18.pdf
- Cape Fear Moving Forward 2045 Metropolitan Transportation Plan
<http://capefearmovingforward2045.org/>

5 Scope of Services

The Strategic Plan will include assembling and analyzing data and utilizing that data to develop policies, actions, and an implementation plan to guide future economic development and decision making over a five-year timeframe (“Services”). It is anticipated the Strategic Plan will cover the following content:

Evaluation of Current Conditions and Trends

- Analysis of economic conditions, demographics, market trends and opportunities.
- Analysis of the Town’s current development tools and policies and effectiveness of those tools and policies; analysis of additional or revised tools and policies that could be leveraged to support desired outcomes.
- Assessment and refinement of the SWOT analysis, strategic initiatives, and action plans prepared by the Economic Development Committee and included in the 2022 Strategic Plan Outline.
- Development of economic development goals and implementation strategies for discussion, review, and refinement with the Director, LEDC, and other collaborating participants.
- Analysis of development and redevelopment sites that includes data regarding potential for revenue producing activity, focused on the following areas:
 1. Gateway District (Village Road and Old Fayetteville Road corridors and surrounding neighborhoods within the Flexcode Zoning District)
 2. Leland Innovation Park
 3. Highway 74/76 corridor
 4. Highway 17 corridor, west of Lanvale Road

- Analysis and consideration of Economic Development Strategic Plans for other surrounding communities in the region.

Develop an Economic Development Strategic Plan

- Develop, present, and discuss key findings, possible strategies, and tools for achieving desirable outcomes; refine and develop strategies based upon feedback from the Director, LEDC, and other collaborating participants.
- Develop Strategic Plan goals, objectives and implementation strategies based on historical data, the 2022 Strategic Plan Outline, and stakeholder input.
- Consider and incorporate other Town guiding documents including Town Council goals, 2045 Comprehensive Plan, and the Strategic Plan Outline, as appropriate.
- Include specific recommendations for the following identified focus areas:
 1. Gateway District (Village Road and Old Fayetteville Road corridors and surrounding neighborhoods within the Flexcode Zoning District)
 2. Leland Innovation Park
 3. Highway 74/76 corridor
 4. Highway 17 corridor, west of Lanvale Road
- Develop an implementation plan with action steps and timelines.
- Provide regular updates, primarily via e-mail or telephone and occasionally in-person, to update the Director and the LEDC on project status, discuss issues, and review drafts.
- Provide a final draft document to the Director, and LEDC for review and comment.
- After making any final revisions to the draft document, present the final report to Town Council, outlining the process undertaken, discovery content revealed, and related outcome recommendations, strategies, tools, investments, and process updates needed, etc., for distribution and use as a guiding document for further future economic development strategy execution activities.

Develop an Economic Development Incentive Policy and Toolkit (Add Alternate)

The Town of Leland has the desire to provide economic development incentive assistance for companies seeking to locate and expand business and for developers planning to build significant commercial and residential projects within the Town's corporate limits. The Town's economic development incentive policy should encourage the following types of development within Leland:

1. Recruitment of new facilities for the Leland Innovation Park
2. Expansion of existing facilities in the Leland Innovation Park
3. Commercial/retail development in the Gateway District
4. Mixed-use development in the Gateway District
5. Multi-family development in the Gateway District

Economic development assistance shall be offered through a development agreement as authorized by Article 10 of Chapter 160D of the North Carolina General Statutes and N.C. Gen. Stat. § 158-7.1 et seq. and may include lump sum payments and/or ad valorem property tax refunds. The economic development incentive policy should include an eligibility matrix or chart listing such items as eligible project types, qualifying standards, and funding participation.

6 Proposal Requirements

The Proposal shall be submitted as a single electronic document. A table of contents with corresponding page numbers shall be included for easy reference to the material contained within. Firms are not required to submit hard copies of the proposal, however if a firm chooses to provide hard copies, no more than three (3) should be provided. The following information must be included in the Proposal:

- A. Introductory Letter: Include a letter from a firm principal stating the firm's name, contact information (i.e., phone, e-mail, etc.), primary contact person for preparing the Strategic Plan and his/her contact information, brief history of the firm, a general statement of interest in providing the Services to the Town and any other information which may be relevant about the firm and its qualifications.
- B. Project Team: Provide an organizational chart specifying key personnel who will provide the Services, including brief resumes and statements of responsibilities and roles.
- C. Understanding of Scope of Work Statement: Firms should include a general outline of the specific methodologies and approaches to providing the services. Indicate any work or resources that are to be subcontracted or assumed to be provided by the Town.
- D. Qualifications: Demonstrate general qualifications and areas of expertise by providing two (2), but no more than five (5), relevant examples of similar economic development strategic plans in which the proposer was either lead or played a significant role. North Carolina experience is preferred.
- E. Project Schedule: Provide an anticipated schedule for completion of the Strategic Plan and what methods your firm uses to ensure the schedule is met. If a contract is awarded, the selected firm must be able to begin work immediately and move promptly toward completing the Services. Describe the firm's capacity to complete the Services in a timely manner and note current workload, backlog, and anticipated work within the next six (6) months.
- F. Fees: The proposal must include an initial lump sum fee for providing the Services. Also, include a schedule of eligible reimbursable expenses, if any, such as: mileage, printing costs, courier, etc. *Include a separate add alternate fee to prepare an economic development incentive plan as an option.*
- G. Why your firm? Provide any additional information to explain why your firm is best suited to provide the Services to the Town of Leland.

7 Selection Process/Evaluations Criteria

Consultant selection will be based upon a qualitative and quantitative evaluation of the proposals submitted. During the review process, staff and a selection committee from the Town of Leland may request additional clarifying information from any consultant that submits a proposal. Staff and the selection committee will evaluate the responses to this RFP, may interview the top-rated consultants, and will make a recommendation to the Mayor and Town Council as to the selection of the consultant determined to be the most qualified for the project. It is anticipated that the Town of Leland and the selected consultant will enter into a professional services contract for the period beginning in approximately September, 2022 through project completion.

8 Consultant Interviews and Awards

- Prior to making an award determination, the Town of Leland may conduct consultant interviews. Interviews may be conducted virtually.
- The chosen firm shall be responsible for obtaining and maintaining adequate liability insurance to fully protect the Town of Leland. The consultant shall furnish proof of this liability insurance

to be attached to the executed copies of the contract. The chosen firm shall provide the following minimum limits of insurance coverage:

Worker's Compensation

Limits for:

Coverage A - Statutory State of NC

Coverage B - Employers Liability

\$500,000 each accident and policy limit and disease each employee

Commercial General Liability: \$1,000,000 Each Occurrence, \$2,000,000 Aggregate

Automobile Liability: \$1,000,000

Umbrella: \$1,000,000

- The selected firm and its subcontractors comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes consistent with state law requirements for municipal contracts.
- A negotiation of the final contract price will be between the Town and the chosen firm. (NOTE: Consultants shall bear all costs incurred by their firm for interviews and the RFP response preparation and shall not include such costs within the RFP response).

9 Submittal Format and Deadline

Interested firms shall submit one electronic copy (PDF) of the complete proposal to the Town of Leland Economic and Community Development Director:

Town of Leland Economic and Community Development Department
Attention: Gary Vidmar, Economic and Community Development Director
102 Town Hall Drive
Leland, NC 28451
gvidmar@townofleland.com

Complete submittals must be received no later than 5:00 PM on June 30, 2022. Submissions received after this deadline may not be considered for further review.

It is the sincere intention of the Town to make every effort to be fair and equitable in its dealings with all candidates for selection. If, however, the Town should determine that none of the respondents submitting are advantageous to the Town of Leland, the Town reserves the right to accept or reject any or all responses with or without cause. Issuance of this RFP does not commit the Town of Leland to award a contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for related services or supplies.



Town of
Leland

Growing our future. Nourishing our roots.