

Dear Sir/Madam:

The City of Manassas Park, Virginia (the "City") is now requesting proposals from interested vendors to assist the City with recruiting businesses and developers to the City to facilitate our economic development and to represent the City for leases and sales of City owned property.

The City recently approved two downtown development proposals that will generate over 150K square feet of commercial spaces in addition to the nearly 50K square feet already in the City's City Center area. The City will have ownership of some of this square footage and some of the land where the commercial parcel will be developed and thus require representation. In addition to the downtown, the City owns other properties across the City where commercial representation is sought.

The City is looking for a vendor who will bring businesses to our City to fill up both City owned and privately held commercial properties.

Please note that we are looking for a purely results or performance based contract and not a contract with annual fees.

I look forward to receiving your response.

Sincerely,
Laszlo Palko
City Manager

July 7th, 2020

INTRODUCTION

Manassas Park is an independent jurisdiction in Northern Virginia, approximately 30 miles southwest of Washington, DC. The city borders Prince William County and the City of Manassas. It is primarily residential in nature, within proximity to interstate and railway transportation into the heart of the Greater Metropolitan Washington DC area.

Comprised of 17,249 people in 5,420 households, Manassas Park is a notable enclave in the center of many prosperous Northern Virginia communities.

RFP SUBMITTAL REQUIREMENTS

The City welcomes a creative response to this RFP in a format the vendor believes best expresses their qualifications. It is required, however, that the submittal package clearly include the elements described in this section. The responses should be developed to clearly communicate the respondent's approach for recruiting businesses to the City and any experience that is has in this arena.

Required Content:

- i. **Letter of Introduction** – A letter should identify the vendor, highlight the vendor's experience in projects of this scope. The summary should clearly identify the person who will serve as the principal point of contact with the City and will be authorized to make decisions on behalf of the entity. The summary should also include a statement or letter attesting to the response's accuracy. The primary contact information should include the company name; legal status; company or corporation number; company address including zip code; full names of company officers and their addresses, including zip code.
- ii. **Key Personnel** – Provide the following information for the core team members:
 - Principals involved in the project (including title and firm name).
 - Resumes of key team members.
 - A description of each team member's proposed role and relevant experience with projects of similar nature and size.
 - An organizational chart.
 - Designation of lead contact for the team.
- iii. **Previous Experience** – Vendors responding to this solicitation must demonstrate experience in business recruitment. Experience working with the City or any public entity is desirable and should be featured as part of any response to this solicitation.

- iv. **Costs for delivering these services** – This section should outline what the vendor will charge the City as part of businesses recruitment efforts. The City wants a pure performance/results based fee structure with no fixed annual fees.

DISCLOSURES

The City/Successor Agency reserves all rights regarding this solicitation, including but not limited to the right to amend or modify this RFP, reject all proposals, extend any dates, or, subject to an approved conveyance instrument, to initiate negotiations with the next most preferred respondent if negotiations with the preferred respondent do not result in an agreement. Should the City/Successor Agency not receive qualified proposals of interest by a submittal deadline, it reserves the right to extend that deadline until qualified proposals of interest are received.

Respondents are solely responsible for ensuring submittals are received. All materials submitted during any part of the selection process become the property of City/Successor Agency. The respondent may designate portions of its submittals which contain proprietary data as “confidential”, but the City/Successor Agency cannot guarantee that it will be able to enforce such confidentiality.

The City/Successor Agency shall not be responsible for any costs and/or obligations incurred by and/or on behalf of a potential developer in preparing, submitting or otherwise participating in any part of this RFP, the selection, documentation, or the development process in its entirety. The City/Successor Agency reserves the right to request clarification or additional information from respondents. Information included in this RFP is believed to be accurate but should be independently verified by potential respondents prior to responding.

SUBMITTAL DATE AND CONTACT INFORMATION

All submittals shall include the content/elements listed below and shall be submitted in the following form:

- One (1) printed, bound copy,
- One (1) unbound original with original signatures, and
- One (1) electronic copy on a USB flash drive or sent via email.

Please return proposals for review by **3PM on August 7th, 2020** to the contact listed below. The City/Successor Agency may continue to solicit qualifications beyond the above date if the City/Successor Agency, in its respective sole determination, is not satisfied with the number and/or quality of submittals received.

Laszlo A. Palko

City Manager

July 7th, 2020

(703) 335-8813 (Office)
Extension # 1113
Email: l.palko@manassasparkva.gov

If you have any questions about the submittal process, please contact:

Laszlo A. Palko
City Manager
(703) 335-8813 (Office)
Extension # 1113
Email: l.palko@manassasparkva.gov

EVALUATION CRITERIA, PROCEDURES, AND TENTATIVE TIMELINE

The Selected Vendor(s) will be expected to:

- Have ability to perform this work.
- Experience working with our City in the past is preferable.

The following criteria will be used as the primary basis for evaluating responses:

- The respondent's applicable experience and expertise as well as alignment with the City/Successor Agency's goals regarding the economic development of the City of Manassas Park.
- How performance/results based the proposal is structured.

The order of presentation of the above criteria does not necessarily denote the importance of the criteria.

Award Procedures

The City Manager will evaluate responses to this RFP and will interview candidates as deemed fit. The City Manager shall then present the evaluation results to the City's Governing Body, as appropriate, to make the final selection decision and contract approval.

The City reserves all rights to modify or terminate the selection process, go outside of the selection

July 7th, 2020

process to select a vendor, multiple vendors, or not select a vendor at all. This RFP and the selection process do not constitute any type of offer nor create any contractual or other liability to the City. There is no guarantee that a sale will be consummated, or that any project will be reviewed pursuant to this RFP.

Tentative Timeline

- Responses to RFP due on **3PM on August 7th, 2020**.
- Governing Body to consider proposed contract with preferred Vendor(s) by **August 18th, 2020 or September 4th, 2020**.