



City of Norman, OK

Norman Public Schools -
Administrative Services
Center
131 South Flood Avenue
Norman, OK 73069

Master

File Number: K-1314-122

File ID: K-1314-122

Type: Contract

Status: Consent Item

Version: 2

Reference: Item No. 18

In Control: City Council

Department: City Manager
Department

Cost: \$27,000.00

File Created: 02/13/2014

File Name: Consulting Agreement for Retail Market Analysis -
Feb. 2014

Final Action:

Title: CONTRACT NO. K-1314-122: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND THE RETAIL COACH IN THE AMOUNT OF \$27,000 FOR THE PURPOSE OF CONDUCTING A RETAIL MARKET ANALYSIS FOR THE CITY OF NORMAN AND BUDGET APPROPRIATION.

Notes: ACTION NEEDED: Motion to approve or reject Contract No. K-1314-122 with The Retail Coach in the amount of \$27,000; and; if approved, authorize the execution thereof and appropriate \$27,000 from the General Fund Balance (010-0000-253.20-00) to Professional Services Consultant Management/Research (010-1011-413.40-01).

ACTION TAKEN: _____

Agenda Date: 02/25/2014

Agenda Number: 18

Attachments: K-1314-122.pdf

Project Manager: Terry Floyd, Development Coordinator

Entered by: terry.floyd@normanok.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File K-1314-122

Body

BACKGROUND: On September 6, 2013, the Council Business and Community Affairs Committee (BACA) agreed to move forward with a Request for Proposal (RFP) for a Retail Market Analysis to analyze the current retail environment in Norman and identify retail gaps. Staff received proposals from three national firms in response to RFP 1314-37 to conduct a Retail Market Analysis.

ANALYSIS: The distributed RFP outlined eight (8) items that the consultant will include as part of their final analysis and report. These items include:

- Analysis of existing conditions in Norman, including identification of consumer expenditure patterns and areas of leakage;

- Determination of the retail trade area of the Norman market;
- Retail gap analysis for the Norman market;
- Trade area demographics;
- A psychographic profile of trade area consumers;
- Identification and selection of high priority business categories to target recruitment efforts and/or local expansion;
- Future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry;
- Identification of specific candidate retailers and potential developers to be targeted for recruitment.

A RFP Review Committee comprised of the City Finance Director, City Development Coordinator and the City Manager reviewed the submitted proposals. Upon final discussion and review, the Review Committee selected The Retail Coach to enter into negotiations for a contract for services.

The proposals were evaluated on the following:

- The firm's specific approach to the project;
- Applicable experience in retail market analysis and in providing retailer and developer recruitment services for comparable communities;
- Demonstrated ability to utilize analysis to support community decision making;
- Knowledge of state, regional and national retail and development environments;
- Project price and timeframe.

The final contract agreement between the City and the Retail Coach outlines the terms and conditions of the services for the analysis. The contract is in the amount of \$25,000, with additional reimbursable project expenses (travel costs, cost of special renderings for maps, copies of reports and maps/drawings and shipping expenses) not to exceed \$2,000, unless authorized by the project manager (Development Coordinator). Work will be completed within ninety days (90) after the project commences.

RECOMMENDATION: Staff recommends approval of Contract K-1314-122 with The Retail Coach to conduct a Retail Market Analysis for the City, with an appropriation of \$27,000 from the General Fund Balance (010-0000-253.20-00) to Community Relations Special Studies, Services-Consultant (account 010-1011-413.40-01).