

Legislation Text

File #: 2340, **Version:** 1

CC MEETING: November 17, 2015

DATE: November 10, 2015

TO: Leonard Martin, City Manager

FROM: Thomas Latchem, Director of Economic Development

Consider A **Resolution Authorizing The City Manager To Enter Into An Agreement With Catalyst Commercial For A Retail Assessment, Strategy, And Implementation Plan** In An Amount Not To Exceed \$46,100.00.

BACKGROUND:

At its strategic planning retreat last summer, City Council suggested that qualified retail consultant groups be identified and asked to submit proposals to provide a needs assessment for Carrollton and its retail trade area to identify the city's strengths & weaknesses, competitive advantages, a list of targeted retailers, and an implementation plan.

A request for proposal process was initiated. Three retail consultant firms with significant retail experience were identified, and proposals were received from each. The three firms were Buxton, The Retail Coach, and Catalyst Commercial. After reviewing each proposal, comparing the deliverables each were asked to address, contacting references and comparing fees, it was determined that Catalyst was best equipped to provide the level of specific services needed, and was priced slightly below the other proposers.

FINANCIAL IMPLICATIONS:

The retail assessment, strategy, and implementation plan provided by Catalyst will not exceed \$46,100 (\$44,300 plus \$1,800 in expenses) and will be completed and implemented over a 12-month period.

IMPACT ON COMMUNITY SUSTAINABILITY:

The plan will enable the City to better understand the retail marketplace and to focus limited time and resources on targeting those retailers who are most likely to have an interest in locating in Carrollton.

STAFF RECOMMENDATION/ACTION DESIRED:

Staff recommends City Council approval of the resolution authorizing the City Manager to negotiate and execute an agreement with Catalyst Commercial to provide a retail assessment, strategy, and implementation plan in an amount not to exceed \$46,100.00.