



Town of Boothbay
Office of the Town Manager
Daniel G. Bryer Jr.

Boothbay-Boothbay Harbor Joint Economic Development Committee
Request for Proposals

STATEMENT OF PURPOSE: The Joint Economic Development Committee representing the towns of Boothbay, Boothbay Harbor, Southport and Edgecomb is seeking the services of a qualified consultant, consultant team or firm with experience and expertise in municipal planning to help guide the development of a master plan that aligns, leverages and prioritize public and private initiatives to promote regional and local economic development across the Boothbay peninsula.

BACKGROUND INFORMATION: The Joint Economic Development Committee (JEDC) was appointed in 2015 by the Select Boards of Boothbay and Boothbay Harbor for the purpose of *enhancing economic growth and prosperity through a process that builds on the unique assets of the Boothbay Peninsula and preserves the quality of life for the residents of our region.* The committee's key objective is to develop an overall economic development strategy that positions our region to identify opportunities, and to coordinate and leverage creative ideas, local assets, and public and private resources to facilitate the growth of new and existing businesses. Membership of the JEDC includes the town managers of Boothbay and Boothbay Harbor, members of the Select Boards of Boothbay, Boothbay Harbor and Edgecomb, designated members representing the town of Southport, representatives of local businesses and the Executive Director of the Boothbay Region Chamber of Commerce. Funding support for the JEDC comes from the towns of Boothbay, Boothbay Harbor and Southport.

Information Resources and Community Engagement: Since its appointment in late 2015, the JEDC has reviewed information generated by businesses and the residents of the Boothbay peninsula to guide the committee's work. This information includes:

- Local business owner interviews conducted by the JEDC in 2016 that solicited ideas, noted current challenges and gathered suggestions from local businesses to help inform and guide the development of an overall economic development strategy.
- Comparative synthesis of the voter-approved long range comprehensive plans for the towns of Boothbay (2015) and Boothbay Harbor (2015).
- Midcoast Route 27 Corridor Management Plan (2012) that assessed transportation needs and suggested improvements that could promote economic development.
- Walkability Audit (2012) that reviewed existing downtown conditions, gathered public comment and used the inventory and public input to produce "walkability" recommendations. These recommendations also informed the development of a comprehensive Bicycle Pedestrian Plan (2012).
- Final reports from the Boothbay Harbor and Boothbay Vision & Values Workshop (2013) that convened local leaders and residents to identify regionally held values and vision within the community; outlined areas for improvement with strong community support; and developed a common message (brand) to enhance the region.

1011 Wiscasset Rd

PO Box 106

Boothbay, Maine 04537

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- Work to date on the Boothbay Peninsula Branding Initiative (2014) aimed at developing a peninsula tag lines and concepts for a regional logo.

Based on the information cited above, the JEDC identified four focus areas that the group felt were foundational to promote economic development across the towns of the peninsula:

1. Upgrading and expanding key infrastructure such as town sewer, town water and high speed broadband internet, as well as updating and aligning (when possible) ordinances and zoning so municipalities can to promote more contemporaneous and consistent use of retail, industrial and residential space;
2. Increasing the availability of affordable work force housing on the peninsula (both year-round and seasonal) by the innovative use of existing housing stock or the development of new affordable housing developments;
3. Enhancing the development of downtown Boothbay Harbor, which serves as the main economic hub of the peninsula; and
4. Broadening the economic impact of the peninsula's traditional tourist season through better, more coordinated marketing that leverages events that extend the tourist shoulder season.

In addition, the JEDC is interested in assessing the pros and cons of using TIF districts to provide resources for economic and community development initiatives.

PROJECT DESCRIPTION: The JEDC is seeking a qualified, experienced individual consultant or team of consultants to complete an inventory assessment, conduct informational interviews with a limited number of key community leaders and, in collaboration with the JEDC, facilitate a workshop that will result in the development of an economic development master plan for the Boothbay peninsula. The master plan will draw on existing information resources and insights from the key informant interviews to guide prioritizing both short and longer-range action steps and strategies that are consistent with and advance the goals and priorities of the towns' comprehensive plans.

Inventory Assessment: Drawing on the information resources cited above as well as integrating insights from key interviews, the consultant will develop a synthesized inventory of economic development opportunities and priorities that are consistent across the four towns of the peninsula as well as identify areas that each community could advance in ways that draw on their unique assets. The inventory assessment will assist the committee to better understand our collective and individual assets, our economy and regional goals.

The written inventory assessment should specifically highlight initiatives and opportunities that are relevant to the four focus areas identified by the JEDC:

- Infrastructure, including changes in land use, zoning, ordinances and expansion of sewer, water and broadband;

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- Downtown development that might include updating ordinances for commercial space and codes to expand and advance commercial needs (retail, hospitality, etc.);
- Affordable workforce housing that might be advanced through land use changes that would support cluster or multi-unit or other concentrated housing expansions;
- Potential TIF zone or other development that will generate dedicated revenues to support economic and community development based on the master plan priorities.

JEDC MASTER PLAN WORKSHOP: The written inventory assessment will serve as the foundational document for committee members to use in a master plan development workshop facilitated by the planning consultant(s). The goal of the workshop is to set priorities, focus collaborative efforts that are common across the communities in the peninsula and identify other possible strategies that are more community-specific so their respective town officials and other municipal leaders can develop plans to advance individualized goals.

- JEDC members are expected to work with the consultant to identify priorities, questions, and anticipated outcomes and/or deliverables;
- The workshop will result in the development of a draft written master plan that outlines economic development priorities that are shared across the peninsula as well as defines complementary town-specific opportunities.

DELIVERABLES

- Written inventory assessment that presents a synthesis of available data and suggestions gleaned from interviews with no more than 10 key town officials and/or community leaders;
- Facilitation and written summary of the JEDC master plan workshop issues and outcomes;
- Presentation of and written JEDC regional master plan that includes identification and prioritization of aligned strategies and specific actions that advance economic development across the peninsula as well as complementary strategies and priorities that are more specific for each of the four towns. The master plan should include:
 - Short term action items (low hanging fruit) comprised of projects or initiatives that can be accomplished within a 6 to 12-month time frame or annually. Examples might include review and updating land use codes, conducting specific inventories, etc.
 - Intermediate action items comprised of projects or initiatives that can reasonably be accomplished within the next 12 to 48 months;
 - Long-term action items comprised of initiatives or projects that require sustained planning and sequential investment over a 5 to 10-year time horizon.
 - Preliminary timelines, responsible parties, costs, action items, and proposed benchmarks for success.

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- The complementary strategies that are specific to each town will be shared with the appropriate town officials and community leaders so they can review and advance more individualized initiatives.

CONSULTANT QUALIFICATIONS: Qualified consultant(s) or firms will have demonstrated experience working with coastal communities and have the organizational capacity to build a collaborative team of specialists in Land Use Code, Urban & Regional Planning, Economic Assessment & Development, Waterfront Redevelopment, and use of TIF business and housing districts.

Consultant(s) or firms should describe their qualifications to meet the project objectives by providing the following as part of their proposal for consideration:

- Description of experience in municipal/urban planning, research, previous work in regional planning, relevant program expertise in areas such as community development, coastal zone management, land use, zoning, ordinance review, physical, social and economic issues;
- Outline knowledge of and experience in identifying and applying for state and federal grants that are appropriate to support regional planning and implementation projects that advance the priorities of the master plan;
- Organizational background and list of full time, part time, and contractor staff in the applicant organization who may contribute or participate in the project;
- Project management methodology (if applicable);
- List of anticipated resources (including additional staffing) you will need to successfully complete this project (total number, role, title, experience);
- Timeframe for completion of the project;
- Examples of at least three planning projects conducted or managed by your organization;
- Include at least two sample reports of regional or downtown master plans developed by consultant;
- Testimonials or reference contacts from clients.
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BUDGET: Please provide a detailed budget and budget justification that includes a breakdown of estimated staffing time and hourly rates, resources required for inventory review, key leader interviews, conducting the master plan workshop, generation of final reports, equipment and supplies, travel and any other appropriate expenses.

APPLICATION DEADLINES & REVIEW PROCESS: All proposals in response to this RFP are due no later than 5pm EST May 10, 2017.

Proposals should be submitted electronically in PDF format to Boothbay Town Manager, Dan Bryer (townmanager@townofboothbay.org).

Questions about the RFP should be directed to Wendy Wolf, Co-Chair of the JEDC (Email: wolfbbhselect@gmail.com). Questions must be submitted by April 28, 2017.

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Evaluation of proposals will be conducted from May 12, 2017 until May 19, 2017. If additional information or discussions are needed with any bidders during this time period, the bidder(s) will be notified. The selection process will include an in-person presentation and interview for the three top applicants.

The decision for the winning bidder will be made by mid- June, 2017. Upon notification, the contract with the winning bidder will begin immediately. Notifications to bidders who were not selected will be completed by June 30, 2017.



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Project Timeline

Steps	Task	Date
1	Issue RFP	18-Apr
2	Questions on RFP due	28-April
3	Responses from bidders due by 5 pm EST	10-May
4	Preliminary qualification review	12-May
5	Report to full JEDC to confirm list of bidders	16-May
6	Proposal review with selection of three firms to present.	19-May
7	Schedule at least three in-person presentations and interviews	19-May to 2-Jun
8	Review and recommend preferred firm to full JEDC	6-Jun
9	Send preliminary contract and complete negotiation	13-Jun
10	Make any adjustments to fee, based on our requested Guidelines if that effects proposed scope	13-Jun
11	Assist consultant in review of background resources and setting up key interviews.	13-Jun to 30-Jun
12	Subgroup reviews inventory assessment draft	Aug
13	Subgroup assists consultant in preparing for Work Shop	
14	Master Plan Work Shop conducted	Sep
15	Summarize, evaluate, review subgroup work, progress report to full JEDC	Oct
16	Complete any potential land use ordinance changes/updates for town warrant. Need minimum 30 days for town review, approval from legal etc.	
17	Present recommendation for downtown TIF planning & <i>assessment if considered feasible, write ballot language, get town board approval & public review for Nov vote</i>	
18	Discuss and consider housing TIF Study	TBD
19	Review grant opportunities for infrastructure improvements and determine if they require any town meeting ballot action	Nov-Dec

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