

# Town of Webster

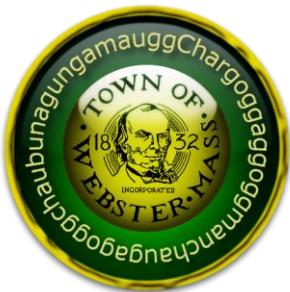
# Massachusetts

## *Request for Proposals*

## Economic Market

## Analysis and

## Developer Solicitation



TOWN OF WEBSTER  
350 Main Street  
Webster, MA 01570  
Phone: 508-949-3800 ext. 4000  
[town.administrator@webster-ma.gov](mailto:town.administrator@webster-ma.gov)

1. Request: The Town of Webster, located in Worcester County in Central Massachusetts, is seeking proposals from qualified consultants or consulting firms to provide an economic market analysis and solicit developers through an RFP process or other effectual means.
2. Community Description: The Town of Webster is a historic community of approximately 18,000 residents. The Town was founded by the Father of the American Industrial Revolution, Samuel Slater and named after his friend, Statesman Daniel Webster. Webster is now a beautiful bedroom and lake community surrounding the shores of Lake Chargoggagoggmanchauggagogg-chaubunagungamaugg. The Lake is the largest natural lake in Massachusetts with over 1400 acres of fun and almost 20 miles of shoreline. The lakeside is home to restaurants, a summer concert venue and the Indian Princess River Boat.

Webster's downtown, a National Register Historic District, is lined with beautiful historic buildings, but has declined from its peak as the social and economic heart of the town. East Main Street with a steady flow of traffic, has become a retail zone built around easy vehicular access. The Town saw much of its manufacturing base close decades ago, but is working to rebuild a new economy based on tourism and downtown revitalization. There are several factors that the Town can leverage to support its growth, including: three interchanges on Interstate 395; fast access to I-290, I-190 and the Massachusetts Turnpike I-90; commutable to Boston, Springfield, Providence and Hartford; easy access to four commercial airports.

3. Scope of Work: With the Community Description in mind, the Town of Webster is seeking to hire a consultant/consulting firm to undertake an Economic Market Analysis and Developer Solicitation. This analysis will provide the community with the information it needs to attract private developers to underutilized properties in the Town of Webster helping to rebuild the local economy. The two major project components—1) market analysis and 2) developer solicitation—are further described below.

The Town has identified 12 sites that have a high potential of development/redevelopment sites that would dramatically help to revitalize the local economy. We would like the consultant to briefly review the sites and suggest three or four sites for the study to focus on. This project should incorporate the selected three or four sites into its market analysis and developer solicitation. Many of the underlying market conditions are the same for each of these sites. A fact sheet and description of each location is included in the appendix as well.

## **MARKET ANALYSIS**

- 1) An analysis of current economic and market conditions. This analysis will include, but not be limited to:
  - a) Development of a trade area using both drive time and concentric ring parameters;
  - b) Within the relevant trade areas, identification of:
    - (1) the current socio-economic market segments,
    - (2) the employment sectors present,
    - (3) Development of drive times to:
      - a. likely employment nodes,
      - b. schools, shopping and entertainment nodes,
  - c) With regard to the market:
    - (1) an overview of sales and leasing activity within the trailing 24-month period,
    - (2) an overview of available market supply & demand information.
  - d) A review of the relevant characteristics of the Property as related to current market conditions,
  - e) Feasibility and demand for hotel rooms, including the level of demand for various types of accommodations, the number of beds that could be supported, and the demand for an attached banquet/ballroom space,
  - f) Present to Owner representatives at appropriate intervals updates on activities and prepare a final written report documenting all findings and recommendations listed above.

## **DEVELOPER SOLICITATION**

- 2) Creating and Implementing an RFP aimed at Attracting Developer Interest. Concurrent with the work outlined above, Consultant's work in this regard will include:
  - a) Preparing a narrative regarding possible potential purchasers and/or development partners.
  - b) Recommendations regarding the steps which the Town should take to determine the feasibility of value enhancement before issuing an RFP.
  - c) Assistance in composition of and issuance of the RFP, including creating a list of persons to be solicited.
  - d) Consultant shall prepare an Information Package on the properties suitable to allow the marketing of the properties to potential developers.
  - e) Present to appropriate Town representatives at appropriate intervals updates on activities and prepare a final written report documenting all findings and recommendations listed above.

4. Deliverables: A digital copy of a final report that includes all of the following:
  - 1) A market analysis of Webster with a focus on three or four identified priority sites.
  - 2) A RFP for the solicitation of developers for future development at the identified priority sites.
5. Submission Requirements: Two paper copies and a digital copy of the proposal shall be submitted. The proposal shall include, but not be limited to:
  - 1) Statement of qualifications, including identification of similar projects that have been undertaken;
  - 2) Relevant references (minimum of five), including at least three for projects undertaken in New England.
  - 3) Demonstration or proof that similar projects in communities like Webster were successful in attracting developers to (re)develop underutilized properties.
  - 4) Implementation Plan including the tasks and process for undertaking the plan;
  - 5) Timetable for completion of the project. It is the Town's goal to have the project completed within 6 months of award or less;
  - 6) Project staff that will be assigned to this project, including individual background and experience.
  - 7) Cost Proposal.

6. Evaluation Factors: To be reviewed by the Town's Economic Development Team

<b>Factor</b>	<b>Weight</b>
Qualifications and references; including experience in similar projects (minimum qualifications are the completion of at least two similar studies in New England)	30%
Demonstrated ability to attract developers to projects in similar circumstances at the Town of Webster in prior work.	30%
Management and availability; including project schedules, management plan, level of services provided.	20%
Cost and reasonableness of fee	20%

7. RFP Terms and Conditions: Respondents acknowledge that the Town reserves the right to accept or reject, at its sole discretion, any and all qualifications furnished in response to this RFP. The Town is not obligated to accept any proposal package from any respondent.

8. Incurred costs: The Town is not responsible for any costs incurred by any Respondent for any act or undertaking in responding to this RFP.
9. Submission of proposals: The Town of Webster will accept proposals from qualified consultants and consulting firms until Noon on Friday, October 18, 2019. Proposals should be clearly marked "Proposal Market Analysis & Developer Solicitation" on the outside and mailed to Doug Willardson, Town Administrator, Town of Webster, 350 Main Street, Webster, Massachusetts, 01570.
10. Selection and award of contract: Proposals will be reviewed immediately upon receipt. The Town reserves the right to interview proposers prior to selection. Selection will be made on or about October 28, 2019 with contracts awarded immediately thereafter.
11. For further information: contact the Doug Willardson, Town Administrator at (508) 949-3800 ext. 4000, or via email at [dwillardson@webster-ma.gov](mailto:dwillardson@webster-ma.gov).