



# WILDWOOD

## MEMORANDUM

To: Economic Development Committee Members

From: Julian M.D. Jacquin, Economic Development Manager  
Sam Anselm, City Administrator

Date: January 28, 2020

Re: Responses to Request for Proposals (RFP) for Economic Impact Study (EIS) of the City's Proposed Main Street Extension

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### Background

In November 2019, at the direction of this Committee, City Administrator Sam Anselm and I issued a Request for Proposals (RFP) from economic development and planning firms capable and qualified to conduct an economic impact study for the proposed Main Street extension via the existing, private, Crestview Drive. This extension would connect two (2) existing phases and one (1) planned phase into one new complete Main Street corridor, thus facilitating in the continued commercial growth of this portion of Wildwood Town Center. This extension is anticipated to generate an additional economic impact to the City of Wildwood and neighboring areas, as it will generate new tax revenue to the City (direct and indirect), create new jobs and generate additional traffic to Main Street.

Responding firms were asked to provide a proposal which would identify work required to conduct necessary research and provide a completed economic impact study to this Committee. The desired tasks or activities include in the scope of work are intended to include discussions with real estate professionals, market analyses of the type of development that could be anticipated at this location, conceptual planning for new development scenarios, calculating an analysis of the new tax revenues to the City (direct and indirect) and developing a cost/benefit summary reflecting the costs of construction for the Main Street extension.

At the deadline for submittal on December 20<sup>th</sup>, eight (8) responses had been received from the following firms:

1. Angelou Economics
2. C.C.M. Economics, LLC
3. Development Strategies

4. Economic & Planning Systems (EPS)
5. Market & Feasibility Advisors (MFA)
6. The Montrose Group
7. Prep the Page LLC
8. RKG Associates, Inc.

### Proposals

In reviewing the proposals submitted, I have created the following matrix of the basic components of each:

<b>Responses to RFP for Economic Impact Study of Main Street Extension</b>	
<b>Location</b>	
Angelou Economics	Austin, TX
CCM Economics LLC	Springfield, MO
Development Strategies	St. Louis, MO
Economic & Planning Systems (EPS)	Denver, CO
Market & Feasibility Advisors (MFA)	Chicago, IL
The Montrose Group	Columbus, OH
Prep the Page LLC	Kansas City, MO / St. Louis, MO
RKG Associates, Inc.	Boston, MA
<b>Partner Firm</b>	
Angelou Economics	None
CCM Economics LLC	None
Development Strategies	Lochmueller Group (St. Louis)
Economic & Planning Systems (EPS)	WSP (St. Louis)
Market & Feasibility Advisors (MFA)	The Lakota Group (Chicago)
The Montrose Group	Bob Lewis of St. Louis University (St. Louis)
Prep the Page LLC	None
RKG Associates, Inc.	Kaskaskia Engineering Group (St. Louis)
<b>Approach</b>	
Angelou Economics	<ol style="list-style-type: none"> <li>1. P1: Stakeholder Engagement</li> <li>2. P2: Market Analysis &amp; Conceptual Development</li> <li>3. P3: Cost-Benefit Analysis</li> </ol>
CCM Economics LLC	<ol style="list-style-type: none"> <li>1. Model the impact in two different 'states', including Business as Usual (BAU) and a projection of the costs and benefits to the City with new development</li> </ol>
Development Strategies	<ol style="list-style-type: none"> <li>1. Context and Market Analysis</li> <li>2. Market Strategy</li> <li>3. Development Impact Analysis</li> <li>4. Implementation Strategy</li> </ol>
Economic & Planning Systems (EPS)	<ol style="list-style-type: none"> <li>1. Kick-off and Research Trip</li> <li>2. Retail/Commercial Market Assessment</li> <li>3. Residential Market Assessment</li> </ol>

	<ol style="list-style-type: none"> <li>4. Market Findings Briefing</li> <li>5. Conceptual Development Program</li> <li>6. Traffic Analysis</li> <li>7. Capitol Costs, Funding and Financing</li> <li>8. Costs and Benefits</li> <li>9. Report and Presentation</li> </ol>
Market & Feasibility Advisors (MFA)	<ol style="list-style-type: none"> <li>1. Project initiation, site visit, field research, review documents</li> <li>2. Market Potential Analysis</li> <li>3. Concept Development &amp; Refinement</li> <li>4. Financials &amp; Impact Assessment</li> <li>5. Final Report &amp; Presentation</li> </ol>
The Montrose Group	<ol style="list-style-type: none"> <li>1. Learn (Research, Analysis and Examine)</li> <li>2. Listen (Engage, Retain and Develop)</li> <li>3. Do (Draft, Create, Implement)</li> </ol>
Prep the Page LLC	<ol style="list-style-type: none"> <li>1. Market Study &amp; Analysis</li> <li>2. Conceptual Planning Scenarios</li> <li>3. Economic Modeling</li> <li>4. Impact Study &amp; Analysis</li> <li>5. Cost Benefit Analysis</li> <li>6. Reporting</li> </ol>
RKG Associates, Inc.	<ol style="list-style-type: none"> <li>1. Familiarization and Market Analysis</li> <li>2. Alternatives Development and Economic Analysis</li> </ol>

<b>Schedule</b>	
Angelou Economics	Four (4) months
CCM Economics LLC	Four (4) months
Development Strategies	Three (3) months
Economic & Planning Systems (EPS)	Five (5) months
Market & Feasibility Advisors (MFA)	Three (3) months
The Montrose Group	Five (5) months
Prep the Page LLC	Three (3) months
RKG Associates, Inc.	Four (4) months

<b>Estimated Fee/Budget</b>	
Angelou Economics	\$90,000 (not incl. reimbursables)
CCM Economics LLC	\$27,500 (incl. reimbursables)
Development Strategies	\$56,000
Economic & Planning Systems (EPS)	\$69,160 (incl. reimbursables)
Market & Feasibility Advisors (MFA)	\$62,180 (incl. \$4,800 in expenses)
The Montrose Group	\$55,000
Prep the Page LLC	\$63,000 - \$88,000
RKG Associates, Inc.	\$57,250 (incl. \$2,500 in expenses)

**Next Steps**

City Administrator Sam Anselm and I have closely reviewed the eight (8) submittals and would like the Committee’s consensus on three (3) of the firms, so that we can schedule interviews

and further discuss their methodologies for this project. The interviews would be scheduled with staff and all available Committee members. Based upon the responses, and the quality of work on similar projects, we are recommending interviews be scheduled with Development Strategies, The Montrose Group and RKG Associates, Inc. Once the Committee Members gain consensus on the top two (2) or three (3) firms to be interviewed, we will arrange the schedule.

City Administrator Sam Anselm and I will be available for any comments or questions at the January 28, 2020 Meeting of the Economic Development Committee.

JMDJ



# WILDWOOD

## REQUEST FOR PROPOSALS

**CITY OF WILDWOOD, MISSOURI**  
ECONOMIC DEVELOPMENT COMMITTEE OF CITY COUNCIL  
November 12, 2019  
**ECONOMIC IMPACT STUDY OF MAIN STREET EXTENSION**

### ***Summary:***

The City of Wildwood, Missouri is hereby requesting proposals from economic development and planning firms capable and qualified to conduct an economic impact study for the proposed Main Street extension via the existing, private, Crestview Drive. This extension would connect two (2) existing phases and one (1) planned phase into one new complete Main Street corridor, thus facilitating in the continued commercial growth of this portion of Wildwood Town Center. The selected firm must possess direct and extensive experience in economic impact studies, land use planning and public-private partnership programs. Submittals are welcome from companies competent and capable of meeting the requirements of this Request for Proposals (RFP).

***Issue Date:*** November 12, 2019

***Submittal Deadline:*** December 20, 2019 – 5:00 p.m. CST (close of business)

***Contact Information:*** Julian M.D. Jacquin  
Economic Development Manager  
City of Wildwood, Missouri  
16860 Main Street  
Wildwood, Missouri 63040  
Telephone: (636) 458-0440  
E-Mail: [julian@cityofwildwood.com](mailto:julian@cityofwildwood.com)

### ***Background Information:***

The Council Economic Development Committee of the City of Wildwood is now considering an extension of its Main Street corridor from its current terminus at Market Ave., near Wildwood City Hall, west to Eatherton Rd. The redevelopment of this approximate 20-acre area, bounded by Eatherton Rd., Highway 100, Market Ave., and the proposed Main Street extension, would generally follow the alignment of the existing, private, Crestview Drive. Providing this proposed Main Street extension would also facilitate a connection between Highway 109 and Taylor Rd., thereby encouraging additional development along this corridor and reducing the need to access Highway 100. The City is now interested in gaining an understanding of the economic benefit to the City of Wildwood that could be derived from the construction of the proposed Main Street extension.

The City developed its new Main Street in 2006, as part of the Wildwood Town Center project by the Koman Group. Main Street is intended to be the primary downtown corridor for Wildwood Town Center, to serve the City's "Downtown" areas and additional developments in Town Center. Main Street currently exists in two segments:

- 1) From the intersection of Taylor Rd., west in front of Walgreen's, Benedetto's/Table Three, the B&B Theater and the Wildwood Hotel, to its terminus at Market Ave., in front of Wildwood City Hall; and,
- 2) From its new intersection with Eatherton Rd., west through the new Main Street Crossing subdivision by Payne Family Homes, to its terminus at the new Main Street roundabout at Highway 109, now under construction with the Missouri Department of Transportation (MoDOT).

The missing segment of this new Main Street Corridor is aligned with the existing, private Crestview Drive. 10 single-family dwellings are positioned on Crestview Drive, as are two (2) properties (representing six (6) acres) purchased by the City in 2018 for a new "Village Green", immediately west of City Hall. The 35 acres surrounding Crestview Drive are designated as "Downtown" District in the City's Town Center Regulating Plan (2019). The City's Town Center Development Manual (2009) states that *"this design/land use district is the most urban permitted within the Town Center Area. It is intended to be a walkable, mixed-use downtown for Wildwood and surrounding communities, which can be active at least eighteen (18) hours a day and seven (7) days a week. The intent is to create intensive development within a traditional street and block system, and not to permit isolated individual structures surrounded by parking lots"*. Permitted land uses in this area may include *"multiple-story buildings, hotels, offices, retail stores, restaurants and entertainment uses constructed within a street and block system. Garage parking is encouraged. Condominium and rental apartment buildings are permitted, but ground floors are limited to commercial uses only"*.

Connecting Crestview Drive to Main Street would connect all three phases of this street into one new complete Main Street corridor in Wildwood Town Center and facilitate in the continued commercial growth of this portion of Town Center. Additionally, the City Council's 5-Year Strategic Goals and Objectives (2015-2019) instruct the City to *"Expand Town Center infrastructure"* and **"Complete Main Street Extension"**, as part of Objective #1 (*"Encourage Development of Town Center"*) and Goal #1 (*"Promote and Facilitate Development of the Town Center"*). The extension of this Main Street corridor is anticipated to generate an additional economic impact to the City of Wildwood and neighboring areas, as it will generate new tax revenue to the City (direct and indirect), create new jobs and generate additional traffic to Main Street.

### ***Desired Qualifications***

As directed by the City, the selected firm shall carry out all activities required to conduct necessary research and provide a completed economic impact study to the City's Economic Development Committee of City Council. These activities should minimally include discussions with real estate professionals, market analyses of the type of development that could be anticipated at this location, conceptual planning for new development scenarios, calculating an analysis of the new tax revenues to the City (direct and indirect) and developing a cost/benefit summary reflecting the costs of construction for the Main Street extension. This information will then be presented to the Economic Development Committee of the City Council for consideration and direction.

➤ Tasks will include, but are not limited to, the following:

1. Interview two (2) real estate professionals to gain direct input regarding the level of development that may be feasible at this location, as facilitated by the Main Street extension.
2. Market analysis of the type of new development that could be anticipated in the 20-acre redevelopment area, and the allocation of land uses that could be expected (retail, entertainment, office, hospitality, mixed-use, residential and similar), as recommended by the City's Town Center Regulating Plan.
3. Conceptual planning for three (3) possible development scenarios at this location, accommodating different land use mixes to be developed, based on the market analysis completed in #2., above.
4. Calculation of immediate tax revenues generated to the City, based on each of the three (3) development scenarios identified in #3, above, including sales taxes (via the St. Louis County sales tax "pool" system and the City's capital improvements sales tax), gross receipts utility taxes, business license fees, etc.
5. Estimate of new full-time and part-time jobs to be created, including any contracted positions for construction of the new development, and any associated economic impact associated with these jobs.
6. Impact that the new development of this area will have on the City's traffic network, including estimated new annual average daily traffic (AADT) counts for the Main Street extension.
7. Estimate of need for increased public safety (police, fire, EMT) to properly protect any new development facilitated by the Main Street extension.
8. Calculation of indirect economic impact to be generated to the City via the Main Street Extension, using available IMPLAN modeling tools and/or RIMS/II multipliers.
9. Estimate of any revenue which may be generated to the City using public-private partnership programs available to the City, such as Community Improvement Districts (CID), Transportation Development Districts (TDD) and similar.
10. Cost-benefit analysis of associated construction costs for the new Main Street extension, including acquisition of the private Crestview Drive roadway (a parcel of ground), acquisition of property fronting Crestview Drive and the construction of a widened roadway, similar to the existing Main Street, which would be weighed against the potential economic benefit to the City of Wildwood from the proposed new development at this location.
11. Development of a report documenting the findings and conclusions prepared by the selected firm.
12. Presentation of the final report to the City's Economic Development Committee of City Council.

➤ Requirements of Selected Firm:

1. Provide a proposal in accordance with this Request for Proposals (RFP) that meets all of its stated requirements.
2. Develop a reasonable timeline for the completion of the contract, along with a defensible budget for this effort.
3. Meet established timelines for products and deliverables, as set forth in the approved contract between it and the City of Wildwood.
4. Engage necessary sub-consultants to complete the defined tasks, as set forth herein, and/or within the contract between the consultant and the City of Wildwood.
5. Report any issues or inconsistencies that are discovered, as the project is undertaken and completed to the Economic Development Committee of City Council for resolution.
6. Provide periodic updates on the status of the contract and related costs to ensure overruns are minimized.
7. Act professionally and courteously toward all participants in this process.

8. Supply the necessary items to provide public presentations to the selected groups, including handouts, reports, and other similar items.

The selected firm must possess direct and extensive prior experience, and be qualified, in economic impact studies, land use planning and public-private partnership programs.

### ***Instructions for Preparing Responses to this Request***

#### ➤ General Provisions

Any contract awarded as a result of this Request for Proposals (RFP) will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin. Prospective firms shall assure the City that they will comply with the Americans with Disability Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines pursuant to the ADA (42 U.S.C. 12101 et seq.).

#### ➤ Submission of Qualifications

Provide three (3) copies suitable for photocopying of submittals, or an equivalent quantity of information on a flash drive or via e-mail. Submittals should contain the following information:

1. One (1) page letter of interest, which should minimally include a brief description of the firm's qualifications, the primary contact for this project, and clearly identify the professional services the firm can provide in this regard.
2. A profile of the firm, including the number of employees, location, and relevant experience working on similar projects in the last two (2) years.
3. Describe the firm's experience with local governments or other public agencies in the completion of similar projects.
4. A summary of project descriptions for similar efforts performed by the firm within the last two (2) years. Provide name of client (include contact information), description of services provided, key personnel, year the project was completed, and estimated and final costs.
5. Disclose any material agreements, relationships, or employment your firm or team members have with any other projects that may create a conflict of interest or the appearance thereof.
6. In a separate sealed envelope, please provide an estimate of costs for the anticipated and identified services, which are set forth herein.

### ***Selection Process and Criteria***

#### ➤ Process and Criteria

The City's Economic Development Committee of City Council will evaluate all responses to this Request for Proposals (RFP). From this review, the Committee will select a firm considered qualified for this type of work/project. The Committee may contact any or all respondents to clarify submitted information. Firms will be notified in writing, whether or not they have been selected for this project.

Upon identification of a project, the City will contact the selected firm. The basis for evaluating firms shall include: the ability to undertake projects; references; demonstrated experience; overall competence in

services to be provided by the firm; experience of key personnel and staffing capability; workload and record meeting deadlines; the nature, quality, and relevance of recently completed projects of a like type; and the willingness to meet all City, County, and State requirements for this type of work; and costs.

➤ Important Considerations

The City reserves the right, at its sole discretion, to act on the following: 1.) reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so; 2.) waive minor informalities of the submittal process; 3.) cancel, revise, or extend solicitation; 4.) request additional information, which the City deems necessary; and 5.) extract, combine, or delete elements of individual submittals of qualifications and to negotiate jointly or separately with individual firms with respect to any or all elements of the request.

The Request for Proposals (RFP) does not oblige the City to pay any costs incurred by any respondent in the submission of statements of proposals or in making necessary studies or design for the preparation thereof, or for procuring or contracting for the services to be furnished under this Request for Proposals. The City will give preference to local firms, when other considerations and/or qualifications are equal.

➤ Responses Due

**December 20, 2019.** All proposals delivered after the due date and time will not be considered and returned to the applicant.

Please submit (3) sealed copies of your proposal, by hand delivery, first-class mail, or e-mail, by **5:00 p.m. CST (close of business day), on December 20, 2019,** to:

City of Wildwood, Missouri  
16860 Main Street  
Wildwood, Missouri 63040  
Attn: Julian Jacquin  
E-Mail: [julian@cityofwildwood.com](mailto:julian@cityofwildwood.com)

**Questions or Clarifications**

Questions may be directed to: Julian Jacquin, Economic Development Manager, (636) 458-0440 or via e-mail at [julian@cityofwildwood.com](mailto:julian@cityofwildwood.com). Answers to questions received in a timely fashion will be distributed to all known recipients of this Request for Proposals (RFP).