

REQUEST FOR PROPOSAL

Central Business District Business Attraction Strategy

FOR

Village of Romeo, Michigan

PREPARED BY



ECONOMIC GROWTH INSTITUTE

UNIVERSITY OF MICHIGAN

SEPTEMBER 2024

BACKGROUND ON CLIENT

The Village of Romeo, located in Macomb County, Michigan, is a historic and charming community with roots dating back to the early 19th century. Founded in 1838, Romeo quickly became a bustling hub due to its strategic location along the Clinton-Kalamazoo Canal and the Detroit and Bay City Railroad. The village played a significant role in Michigan's agricultural and industrial development and became a leading trading center by the 1850s.

Romeo's rich architectural heritage is evident in its well-preserved 19th-century buildings, including Victorian-era homes, historic churches, and the iconic Romeo Opera House. The village's historic downtown district, listed on the National Register of Historic Places, remains a vibrant center for local commerce and community events.

Today, the Village of Romeo retains its small-town charm while embracing modern growth and development. With a population of approximately 3,700 residents, the community is known for its strong sense of heritage, friendly atmosphere, and commitment to preserving its historical legacy while fostering a dynamic and sustainable future.

Following the recent closure of the Ford Engine Plant, the Village of Romeo has been focusing on revitalization efforts, supported by investment from the State of Michigan for community economic development. Using infrastructure to spur economic growth, this project would address the need for an effective attraction strategy and include wayfinding signage recommendations essential for promoting businesses and attractions and enhancing navigability for visitor traffic. This strategy aims to boost the local economy and stimulate community vibrancy.

1. OBJECTIVE

The Village of Romeo seeks to spur economic development and promote local businesses, improve navigation, and enhance its identity and overall visitor experience by developing and implementing a comprehensive attraction strategy. This project aims to achieve the following objectives:

Promote Economic Development

- Encourage new business ventures and attract investors by creating a vibrant and supportive environment for economic growth.
- Foster partnerships between local businesses and the community to drive economic activities and job creation.

Promote Local Businesses and Attractions

- Highlight and boost the visibility of local businesses and cultural sites to encourage exploration and support economic development.

- Provide clear and attractive signage to guide visitors, residents, and employees to shopping, dining, parking, landmarks, locations of interest, and parks.

Improve Navigation and Accessibility

- Recommend a cohesive and intuitive wayfinding system to help visitors and residents easily locate key destinations and assets in the CBD, such as parking, commercial areas, historical sites, parks, and municipal buildings.
- Engage with the Village of Romeo’s Downtown Development Authority and Village of Romeo Government leadership to advise on the location and types of signs. Recommendations should include the addition, removal, or repair of existing signage and prioritizing wayfinding signage for those entering the CBD.
- Ensure that signage recommendations are accessible to all individuals, including those with disabilities, by adhering to ADA (Americans with Disabilities Act) standards.

Ensure Sustainable and Cost-effective Solutions

- Develop an attraction strategy that is both cost-effective and sustainable, considering long-term maintenance and replacement costs.
- Utilize environmentally friendly materials and practices wherever possible.

By achieving these objectives, the Village of Romeo aims to create a welcoming and navigable environment that promotes local businesses, reflects its historical significance, and enhances the overall quality of life for residents and visitors alike.

2. SCOPE OF WORK

The consultant will work with the Village President, DDA staff and board to seek input and approval for the project. The consultant’s role will be to carry out the scope of work described below. It is anticipated that the selected consultant will use GIS mapping, illustrative graphics, and written narrative for each of the identified tasks. The consultant shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of work should include an effective project management approach that includes regular project updates and coordination between consultant team members, the Economic Growth Institute representative, the Village of Romeo President, and Romeo DDA staff.

- **Tasks:**
 - Site analysis and inventory of existing attraction and navigation efforts with a focus on the CBD
 - Develop a comprehensive attraction strategy that identifies key messages and themes to promote the CBD and the community and attract new businesses.
 - Including promotional campaigns to attract visitors, new businesses, and residents to the CBD and the community.

- Develop a set of wayfinding and signage recommendations to enhance pedestrian and vehicular navigability and visitor experience in alignment with the attraction strategy.
 - Including placement recommendations, signage design concepts that align with the existing branding strategy, and a phased approach for implementation.
- Stakeholder Engagement:
 - Organize and conduct workshops, focus groups, and interviews with key stakeholders, including local businesses, residents, and government officials, to gather insights and input as the vendor deems appropriate.
 - Document stakeholder feedback and incorporate it into the planning process.
- Measurement and Evaluation Plan:
 - Develop metrics and tools to measure the effectiveness of the attraction strategy.
 - Establish a timeline for regular evaluation and reporting of results.

- **Deliverables:**
 - Site analysis and inventory report with findings and recommendations
 - Detailed attraction strategy outlining key messages, themes, tactics, channels, timelines, and budgets.
 - Includes strategies and recommendations for attracting new businesses and supporting existing ones.
 - Recommendations for wayfinding improvements and signage design concepts that align with attraction strategies and existing brand guidelines.
 - Includes sign locations, design, and phase approach for construction and installation with budget estimates.
 - Documentation of stakeholder engagement tactics including key insights and feedback.
 - Metrics, tools, and timeline for evaluating the success of the attraction plan.
 - Final project report summarizing all findings, strategies, recommendations, and plans developed throughout the project.

3. REPORTS AND REPORTING

- A. Interim reports must be submitted at a minimum of every six weeks from project start date, of activities completed to date.
- B. At the conclusion of the work, the consultant shall submit a final summary report to both the Village of Romeo and the Economic Growth Institute.

4. **PROPOSAL REQUIREMENTS**

Proposals submitted in response to this Request for Proposal should be clear, concise and address all components of the five evaluation criteria listed below. A copy of the proposal should be submitted to both the Village of Romeo and to the Economic Growth Institute via email. At a minimum, proposals should cover:

- A. Technical approach for accomplishing each project listed in the Scope of Work.
- B. A project plan outlining the tasks and sub-tasks to be performed along with a time schedule for accomplishing these tasks and sub-tasks.
- C. Business overview and background of individual(s) to be assigned.
- D. Related project experience: a short description of projects worked on by the company/individual to be assigned that is similar to or related to the tasks described. You may include past examples of projects similar to the one for the Village of Romeo.
- E. Time and cost: a separate section indicating the cost of each task and the estimated time of completion for each task. Costs should be submitted in the same sequence as the Scope of Work and should indicate a total "not to exceed" cost for the project. Please refer to Exhibit [A] for the time and cost breakdown format.

Your proposal to provide consulting services will be evaluated in accordance with five criteria:

Criteria	Maximum Points
Background and experience of the individual and/or the firm to be assigned, especially with respect to this type of project	30
Technical approach to and grasp of the project	25
Soundness and appropriateness of the project plan	20
Completion schedule	10
Price	15
Total	100

5. **PAYMENT**

The successful bidder will be paid by the Economic Growth Institute. Payment of 20 percent of the total amount due will be withheld until the Consultant's final report is approved by the Economic Growth Institute and the Village of Romeo. Invoicing may be monthly, but invoices must be accompanied by progress reports.

6. VILLAGE OF ROMEO

If parties considering submitting proposals have specific questions for the Village of Romeo or are interested in visiting to discuss the proposal, please contact Economic Growth Institute Project Manager, Mary Ammerman, who will facilitate:

Mary Ammerman

Email: mjhannaf@umich.edu

Phone: (734) 474-5001

7. PROPOSAL DUE DATE

Proposals must be submitted to the Economic Growth Institute no later than the end of business **09/27/2024**. All proposals received by this date will be considered. A selection will be made only after all proposals have been evaluated. To send proposals or for general questions, please contact Economic Growth Institute Project Manager, Mary Ammerman.

Mary Ammerman

Email: mjhannaf@umich.edu

Phone: (734) 474-5001

Exhibit A:

Activity	Duration	Cost
Task/Activity/Phase 1 (split down further as required)	# of weeks/days	\$
Phase 1 sub-activity		
Task/Activity/Phase 2 (split down further as required)	# of weeks/days	\$
Phase 2 sub-activity		
Task/Activity/Phase 3 (split down further as required)	# of weeks/days	\$
Phase 3 sub-activity		
Totals		\$

Map of Village of Romeo Central Business District:

<https://downtownromeo.net/central-business-district/>

Romeo DDA Boundary - Map 1

