



REQUEST FOR PROPOSALS

TOWN OF JONESVILLE STRATEGIC PLAN

Mailing Address

Town of Jonesville
P.O. Box 785
Jonesville, SC 29353

Physical Address

Jonesville Municipal Complex
131 North Main Street
Jonesville, SC 29353

January 27, 2020

Submittal Deadline Monday, March 2, 2020 by 4:00 P.M. EST

Request for Proposals
Town of Jonesville Strategic Plan
Town of Jonesville, South Carolina

SUMMARY

The Town of Jonesville is requesting proposals from specialized consulting firms with experience in strategic planning and design to work in partnership with the Town in developing an innovative and comprehensive development plan for the revitalization of the downtown business district, town parks, the conversion of a historic auditorium, promoting tourism around the three collegiate sport complexes located in the Town, and developing a new housing development. This plan is intended to serve as a policy and visual guide for the use of gaining public buy-in and increasing private investments. The Strategic Plan will build off the Town's vision for its future and will include the new mission Statement, to be used by the Town for the foreseeable future. Upon adoption, the Strategic Plan will provide the framework necessary to revitalize key economic drivers in our community and lead to greater economic development opportunities, increased tourism, and growth, as well as an increase in community pride. The Strategic Plan will also need to include a Master Plan for a priority area in Jonesville identified during the strategic planning process. Through this effort the Town anticipates a strengthened business climate, expanded tax base, and the creation of vibrant destinations for residents and visitors.

BACKGROUND INFORMATION

The Town of Jonesville is currently only one (1) square mile with a small-town atmosphere of approximately 1,000 residents located along the Spartanburg County border in the northern edge of Union County. Home to both a new K4 – 8th grade school and some of the best locally owned restaurants in the county, Jonesville is finally seeing a slow but certain economic development comeback after the collapse of the textile mills 30 years ago. Since 2014, three prior textile buildings have been purchased by businesses and are being redeveloped for current industry needs. The Town has also committed significant funding and resources, including partnering with Union County and other State agencies, to upgrade water and sewer infrastructure for a new industrial park to attract businesses. One of the most significant new partnerships is with the University of South Carolina in Union, which has acquired several properties in Jonesville and is expanding college services to the town. However, the town has struggled where to focus resources for improvements in order to continue the current upward trend in development, with potential areas of focus including the historic downtown, town parks, and residential development. Through the development and implementation of a strategic plan, which could accompany a future master plan, the town's quality of life will be significantly improved, contributing to a stronger sense of community that is both welcoming, joyful, and prospering. Jonesville is a good place to live, work and play, but needs a strategic vision to transform it into a great community for decades to come.

SCOPE OF SERVICES

The Strategic Plan will encompass the following areas of the community and identify a specific area to showcase a Master Plan:

- Jonesville Downtown Business District
- Future Mill Village Park
- Warren H. Little Auditorium
- USC – Union Sport complexes
- Housing Development and Growth

Interested firms should submit a written description of their general approach to the work demonstrating a basic understanding of the project requirements outlined, including but not limited to, the following:

- A. Produce a comprehensive Strategic Plan document including maps and graphics, summaries of research efforts, goals and policies and recommended guidelines and standards. Include new mission and vision statements for Town.
- B. Inventory and analysis of existing public facilities.
- C. Conduct market analysis to determine current and projected community needs and trends. Include demographics of current and projected Jonesville population.
- D. Facilitate community visioning input and participation workshops and conduct surveys in development of the Strategic Plan. Sessions should ensure a broad cross-section of stakeholders.
- E. Determine capital costs for specific recommendations, improvements, expansions, or creation of new facilities.
- F. Facilitate team meetings and presentations to senior management and elected officials.
- G. All other services customarily furnished by a consultant on similar projects.

DELIVERABLES

The selected consultant will provide to the Town with the following:

- Digital copy of all reference data and preliminary study documents.
- Power point presentation of the new plan for promotional purposes.
- Print-ready digital copy of the plan.
- 10 hardcopies of final plan.
- Conceptual Master Plan drawings, either hand-drawn or computer generated should be of sufficient size to display in and durable enough to be shown throughout the community.
- Electronic maps provided in an acceptable format.
- Wall sized display defining goals and timeline.

TIMELINE

The Town proposes the following timeline with all activities being completed within 12 months:

- January 27, 2020 - publish Request for Proposals (RFP)
- March 2, 2020 – Request for Proposals Deadline
- March 2020 – Council selection of top 2 consulting firms for onsite interview
- April 2020 – Council Selection of consulting firm
- April-August 2020 – Research, design, conduct public input sessions
- August-October 2020 – Draft Town of Jonesville Strategic Plan
- November 2020 – Present draft Town of Jonesville Strategic Plan to Council
- December 2020 – Presentation of final plan and approval by Council

REFERENCE MATERIALS

The following reference materials can be found online.

Website: <https://townofjonesvillesc.org/>

RESPONSE REQUIREMENTS AND INSTRUCTIONS

Consultants interested in the project are invited to submit a proposal that validates experience in the key areas aforementioned in the format below:

- I. Cover Letter printed on the respondent's letterhead and signed by a principal of the respondent's company.
- II. Identification through a narrative discussion firm's experience and approach in preparing Strategic Plans/master plans. Provide specific examples of studies that highlight experience in key areas. Provide work examples as needed. Include a proposed schedule for the work and list of products to be produced.
- III. Provide resumes or description of personnel intended to serve on the project team. Indicate the project manager for the project and describe the role and responsibilities of each professional.
- IV. Provide client references for similar studies including contact persons, addresses, email addresses, and telephone numbers.
- V. Indicate availability for the project including an available start date and any other conditions that restrict availability of work on this project. Describe current workload in relation to company resources.
- VI. Submittals should include a detailed description of the proposed cost for the services requested. This should include the hourly rates (inclusive of overhead and profit) for personnel or personnel categories. It should identify the total cost for completing each defined work task separately, including direct and indirect costs. The proposal should be signed by the person responsible for the decisions as to costs and services being offered.

Responses to this RFP will be accepted until 4:00pm on Monday, March 2, 2020. A hardcopy of submittals must be mailed or delivered to the following address and an electronic copy must be to the provided along with the hardcopies or emailed to the address below:

Contact Person

Michael Tyler
Town Administrator
townofjonesvillesc@outlook.com
(864) 674-9023

Mail

Town of Jonesville
P.O. Box 785
Jonesville, SC 29353

Delivery

Town of Jonesville
131 North Main Street
Jonesville, SC 29006

Important Notes

- **Jonesville has been awarded a \$25,000 grant with a 5% match for a limited operating budget of \$26,250 to create a Strategic Plan that also encompasses a new vision statement and selected priority area for a Master Plan.**
- **The Town of Jonesville reserves the right to choose the consulting firm that best fits its needs, regardless of bid price or reputation, and reserves the right to reject any or all proposals and to waive any formality or technicality in any proposal in the interest of the Town.**
- **Late submittals will not be considered.**
- **The deadline for questions to be received in writing will be seven (7) calendar days prior to the proposal due date. Firms interested in receiving a list of questions and answers from other potential respondents must notify the Town Administrator (contact information listed above) of intent to submit a proposal.**
- **RFP Valid Period: RFPs will remain valid for 90 days after submission deadline.**

EVALUATION CRITERIA

A Selection Committee of Town Staff, Town Officials, and/or other designated participants will review the proposals. The rating system below will be used in the evaluation process:

- A. 30% - Cost: The overall cost of the proposal will be a heavily weighted portion, as the budget for this project is limited.
- B. 30% - Experience / Technical Competence: This includes the personnel directly involved with the preparation of the study, experience with similar communities, past performance, and references.
- C. 30% - Innovativeness: The use of unique analytical tools, community decision making processes and/or cutting-edge approaches to creative problem solving.
- D. 10% - Presentation/Packaging: This includes the effectiveness of the document in communicating the response, cohesiveness of presentation, and packaging of ideas.