



## Legislation Text

**File #: 0506-2018, Version: 1**

**BACKGROUND:** The City of Columbus, in an effort to leverage long-term public and private interest, existing programs, and development in the Hilltop and surrounding areas, submitted a formal Request for Proposal (RFP). The formal request sought professional analytical services from qualified contractors and consultants to evaluate existing and proposed market opportunities for new and emerging small business enterprises such as retail, food service, and other sectors. The study, resulting from the RFP, will be known as the “Hilltop Retail Market Analysis and Small Business Opportunity Study”. The study primarily will focus on the Hilltop Neighborhood Commercial Revitalization (NCR) corridor as part of the neighborhood-based economic development strategy. The City of Columbus seeks balanced, equitable neighborhoods throughout the City where residents all have access to financial stability and economic opportunity. Through activities carried out by the Department of Development and other partnering agencies, the City of Columbus is committed to supporting and encouraging scalable economic development throughout Columbus. The Economic Development Division carries out this role by supporting, collaborating, and partnering as necessary in development and revitalizing efforts.

The formal bidding process was followed with the review and selection of proposals submitted for the “Hilltop Retail Market Analysis and Small Business Opportunity Study”. A Proposal Evaluation Committee was established by the City of Columbus for the purpose of reviewing, ranking and interviewing applicants based on initial scoring of proposals. After careful review, the Proposal Evaluation Committee selected Place Dynamics, LLC, to complete the “Hilltop Market Analysis and Small Business Opportunity Study.” Place Dynamics LLC is a leader in economic development, market research and business district vitality for both the public and private sector. Working across North America, the company has earned a reputation for meticulous analysis and innovative planning to bring client goals to fruition. Founded in Colorado in 2005, the company provides insight and strategy for public and private clients. The primary services offered by Place Dynamics, LLC, are market research and analysis, community planning, economic development and small business consulting.

This legislation authorizes the Director of Development to enter into contract with Place Dynamics, LLC, for the purpose of completing the” Hilltop Retail Market Analysis and Small Business Opportunity Study” .

Emergency action is requested to allow the Department of Development to enter into contact with Place Dynamics to immediately begin the study in the Hilltop NCR Corridor.

**FISCAL IMPACT:** This legislation authorizes the expenditure of \$55,000 from the 2018 General Fund and Neighborhood Initiatives subfund.

To authorize the Director of the Department of Development to enter into contract with Place Dynamics, LLC, for the purpose of conducting the “Hilltop Retail Market Analysis and Small Business Opportunity Study; to authorize the appropriation of \$25,000.00 from the Neighborhood Initiatives Subfund of the General Fund to the Department of Development; to authorize the expenditure of \$55,000.00 from the 2018 General Fund; and to declare an emergency. (\$55,000.00).

**WHEREAS,** the City of Columbus, in an effort to leverage long-term public and private interest, existing programs, and development in the Hilltop and surrounding areas, submitted a formal Request for Proposal; (RFP) and

**WHEREAS,** the request sought professional analytical services from qualified contractors and consultants for the purpose of evaluating existing and proposed market opportunities for and new and emerging small enterprises; and

**WHEREAS**, the name of the study, resulting from the RFP, is known as the “Hilltop Retail Market Analysis and Small Business Opportunity Study”; and

**WHEREAS**, after careful review of the proposals submitted, the Proposal Evaluation Committee selected Place Dynamics, LLC; and

**WHEREAS**, Place Dynamics, LLC, founded in 2005, is a leader in economic development, market research and business district vitality for both the private and public sector; and

**WHEREAS**, working across North America, the primary services offered by Place Dynamics, LLC, are market research and analysis, community planning, economic development and small business consulting; and

**WHEREAS**, the City of Columbus desires to enter into contract with Place Dynamics, LLC, for the purpose of completing the “Hilltop Retail Market Analysis and Small Business Opportunity Study”; and

**WHEREAS**, an emergency exists in the usual daily operation of the Department of Development in that it is immediately necessary to authorize the Director to enter into contract with Place Dynamics, LLC, for the purpose of conducting the “Hilltop Retail Market Analysis and Small Business Opportunity Study” all for the preservation of the public health, peace, property, safety and welfare; **NOW, THEREFORE**,

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That the Director of the Department of Development is hereby authorized to enter contract with Place Dynamics, LLC, for the purpose of conducting the “Hilltop Retail Market Analysis and Small Business Opportunity Study.”

**SECTION 2.** That the City Auditor is hereby authorized and directed to appropriate \$25,000 in the Neighborhood Initiatives Subfund, fund 1000, subfund 100018, to the Department of Development, in Object Class 03 contractual services, per the accounting codes in the attachment to this ordinance.

**SECTION 3.** That for the purpose stated in Section 1, the expenditure of \$55,000, or so much thereof as may be needed, is hereby authorized in Fund 1000 General Fund in Object Class 03 Contractual Services per the accounting codes in the attachment to this ordinance.

**SECTION 4.** That this contract is awarded in accordance with the relevant provisions of City Code Chapter 329 relating to competitive bidding.

**SECTION 5.** That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 6.** That for the reasons stated in the Preamble hereto, which is hereby made a part hereof, this Ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after passage and approval by the Mayor or ten days after passage if the Mayor neither approves nor vetoes the same.