



Request For Proposal
Retail Market Analysis and Recruitment Plan for Woodlawn MD 21207
February 5, 2025

Overview:

The SWBA, with the support of the Baltimore County Department of Planning, is issuing this Request For Proposal (RFP) to identify a qualified consulting team specializing in developing and conducting community retail gap analyses and retailer recruitment strategies for the preparation of an in depth retail market analysis and recruitment retention plan for “Woodlawn Village” MD 21207.

The SWBA is seeking a consultant to prepare and conduct a community retail analysis measuring the retail market and its sales, competition, leakage, gaps and consumer preferences. The consultant shall prepare an original report detailing and analyzing the data collected and identifying the types of businesses that are most viable in “Woodlawn Village”. Located near the intersection of Windsor Mill Rd and Gwynn Oak Ave MD 21207. The report shall include specific retail recruitment goals, strategies and implementation measures based on the analysis performed. In addition, the report shall contain a plan for business recruitment and retention outlining top priority projects, their timing, anticipated cost and proposed funding sources for each item.

Background:

The SWBA’s mission is to support, promote and revitalize the business community in the Security Woodlawn area of Gwynn Oak and Woodlawn MD 21207. The organization is dedicated to enhancing the business and neighborhood communities in the area. We value data driven decision making and seek to increase the available data in our area to share with business owners, operators, local government agencies and stakeholders in the community. The goal is to match best use candidates with properties to reduce vacancies in a specific commercially zoned area. Further, we are focused on retaining current business and attracting new business to Woodlawn Village while also addressing quality of life issues such as public safety, beautification and adding destination points to this historic commercial corridor. The SWBA and the consultant are to present this data to the business owners, operators, business community, local government agencies, community leaders and stakeholders.

SWBA Partners:

The SWBA works with the Baltimore County Planning Department. The SWBA requires consultants submitting proposals to review and carefully consider the 2030 Baltimore County Master Plan. All information obtained from this data study will be shared with the Baltimore County Planning Department and may be shared publicly by Baltimore County or the SWBA in perpetuity. The 2030 Master plan can be found on the SWBA website:

<https://www.securitywoodlawn.org>

Location:

The primary area of focus for data collection, analysis and business retention and recruitment for this project is the section noted as Woodlawn Village with the center of this downtown historic commercial district being located near the intersection of Gwynn Oak Ave and Windsor Mill Rd Gwynn Oak MD 21207. However, it should be noted that there are several commercial corridors in Woodlawn either surrounding, or in close proximity to, Woodlawn Village which may warrant some consideration when preparing the RFP including Security Blvd and Woodlawn Drive. As we move outward from Woodlawn Village the focus should be on the area contained with Liberty Road as the north map border marker, Rt 40 Baltimore National Pike as the south map border marker, Baltimore City line as the East map border marker and Rolling Rd as the west map border marker. The analysis may extend slightly beyond this area, but must be limited to Baltimore County with the primary focus on Woodlawn Village.

Scope of Work:

The SWBA is seeking a retail market analysis and recruitment retention plan that will inform current and future retail needs to ensure economic growth within the Security Woodlawn revitalization district, with a focus on Woodlawn Village. The first section of the project will involve data collection, a review and an analysis of the retail trade area, and the second section will provide an informed recruitment and retention strategy to be used to keep businesses in and attract new businesses to Woodlawn.

1) Retail Market Analysis:

- Stakeholder involvement including, but not limited to business owners, local and regional economic development professionals, city officials, community leaders, elected officials
- Existing conditions assessment with vacancy report
- Customer profiles and consumer preferences
- Market and gap analysis to include foot and street traffic count in Woodlawn Village
- Review government policies and programs (Department of Planning, Department of Economic and Workforce Development)
- Review nonprofit and other business support programs and have as 1 document to be easily given to others
- Define retail trade area

2) Recruitment and Retention Plan:

- Identify vulnerable businesses currently existing in Woodlawn and Woodlawn Village
- Recommend programs and resources needed to support current businesses
- Recommend viable retail prospects to property owners with a focus on vacant space
- Identity potential growth and redevelopment sites
- Provide recruitment strategy to include programs, resources and funding (amounts and sources) to entice new businesses to Woodlawn

Proposed Timeline:

- RFP Issued – Feb 11, 2025
- Deadline for Proposal submission – March 3, 2025 10:00 a.m.
- 3 panel board convened for interviews – March 10, 2025
- Interviews Conducted – From March 10,2025 – April 10, 2025
- Consultant team agreement executed – April 17, 2025
- Study begins – Approximately May 1, 2025
- Study ends – To be Determined
- Final version emailed to board – To be Determined
- Presentation to stakeholders of final results – To be Determined

Consultant Proposals should include:

- Cover Letter: Provide an overview of the project in a letter that is signed by the consultant or an officer of the firm authorized to execute a contract with the SWBA.
- Consultant Qualifications: Describe the areas of expertise of current staff and the scope of services that can be provided without the services of an outside consultant under the consultant's direction.
- Key Personnel: Include a proposed project management structure. Identify the key contact for the project and all personnel who will be assigned to work on it along with a description of their abilities, qualifications, and experience. Include resumes for all key individuals. There can be no change of key personnel once the proposal is submitted without the prior approval of the SWBA.
- Subcontractors: Identify any portion of the scope of work that will be subcontracted. Include consultant qualifications and key personnel, telephone number and contact names for all subcontractors if applicable.
- Project Workplan: Provide a description of project understanding, detailed work approach and methodology. The workplan should list specific tasks and any specific considerations, options, or alternatives.

- **Project Schedule:** Taking into consideration the Timeline section of this RFP, propose a timeline for completion of the Retail Market Analysis and Recruitment Plan including start date, milestones and target completion date.
- **Fee Information:** Provide a detailed fee proposal including hourly rate schedule and estimated number of hours to complete all components of the study. Or, if a flat fee, identify the number of hours dedicated to the various aspects of the project. Identify sub-tasks and the respective cost in your fee proposal as necessary. Hourly fees for additional or optional services that may be required shall also be included.
- **References:** Provide a list of relevant projects completed by the consultant/firm under which services like those required by this RFP were performed. An emphasis should be placed on projects undertaken within the past three years and those projects undertaken for agencies located in similar sized communities. Include a brief description of the project, dates the services were provided and contact information of references familiar with the services provided.
- **Work Samples:** Provide brief descriptions of two projects dealing with retail analysis, redevelopment, recruitment, or similar topics prepared by or under the direction of the consultant. Include in your description the techniques utilized in the analysis process and the outcome of the planning process.
- **Interview:** Consultant staff may be requested to be available for an interview with the SWBA staff and or analysis committee members via Zoom or in-person in Woodlawn as part of the final selection process. The lead members of the consulting team will be expected to attend any interviews scheduled with the SWBA analysis committee as well as the final presentation to stakeholders.

Requirements for Proposal Submission:

Proposals are due by March 3, 2025 10:00 a.m. Interested parties must submit all information in the format outlined in this RFP. In addition, an electronic copy of the statements of interest and qualifications saved in PDF format should be emailed. Hard copies of proposals must be submitted labeled "Request for Proposals: Woodlawn Market Analysis & Recruitment Plan." Proposals shall be delivered to the SWBA on or before: March 3, 2025 10:00 a.m.

Mail to:

SWBA

6340 Security Blvd

Suite 100

Woodlawn MD 21207

Email to:

info.swba@gmail.com

Proposal submissions should follow all instruction requirements listed above. The SWBA assumes no responsibility for the delivery of mail or courier services and is not responsible for the failure of bids to be received by March 3, 2025 10:00a.m. The receipt date and time are absolute. Failure to comply will automatically render any submission non-responsive. Proposals received after the deadline will not be accepted. It is the consultant's responsibility to ensure that all documents are submitted to and received by the SWBA in a timely manner.

Questions about the RFP process or the project are to be directed to:

Steve Blevins

SWBA Revitalization Director

Phone: 410-430-5151

Email: steve.blevins55@gmail.com

Terms and Conditions:

The SWBA reserves the right to accept or reject any or all proposals or portions thereof without stated cause. The SWBA also may elect to reject all proposals and re-issue a new RFP. The SWBA reserves the right to obtain clarification of any point in a consultant's proposal or obtain additional information. Any request for clarification or other correspondence related to the RFP shall be in writing or email, and a response shall be provided within three (3) business days. The SWBA shall accept the proposal that demonstrates the best ability and most qualified to meet the needs listed in this RFP.