



Fulton County, GA

# Department of Purchasing & Contract Compliance

*Cecil S. Moore, CPPO, CPPB, CPSM, C.P.M., A.P.P*  
**Director**

February 21, 2012

**Re: 12RFP1212012CMB-TR, Economic Development Consultant Services for  
Unincorporated South Fulton County**

Dear Proposers:

Attached is one (1) copy of Addendum 3, hereby made a part of the above referenced Request for Proposal (RFP).

Except as provided herein, all terms and conditions in the RFP referenced above remain unchanged and in full force and effect.

Sincerely,

*Terrence Reese*

Terrence Reese  
Assistant Purchasing Agent

Winner 2000 - 2009 Achievement of Excellence in  
Procurement Award • National Purchasing Institute



12RFP1212012CMB-TR, Economic Development Consultant Services for Unincorporated South  
Fulton County  
Addendum No. 3  
Page Two

This Addendum forms a part of the contract documents and **modifies** the original RFP document as noted below:

**The following changes have been made to the aforementioned RFP document:**

**QUESTION 1:**

Sub-section 3.3 / "Scope of Work" (page 3-3) states that identifying prospective retail, lodging and restaurants that might be compatible for location into South Fulton, as well as assisting such establishments with site selection, are two responsibilities. **(a)** What resources will the consultant have access to in order to facilitate these activities? For example, is there a point of contact within Fulton County government through which businesses can express interest in locating into the County - and that could provide "leads" to the consultant in this regard? **(b)** Or would the consultant be expected to essentially "cold call" potentially-suitable businesses to ascertain whether or not they might be interested in locating into South Fulton? **(c)** Additionally, will a Fulton County staff member be readily available to provide the consultant with guidance as it pertains to the zoning of specific tracts, compatibility with the Comprehensive Plan, etc.?

**ANSWER 1:**

- a. The consultant will be the primary point of contact and have access to professional assistance from Planning and other internal resources as well as the South Fulton Chamber, the Development Authority of Fulton County, as well as other sources.
- b. We expect the consultant to use cold calls and any other appropriate outreach efforts.
- c. Fulton County staff from Planning and Community Services Department will be available to provide guidance pertaining to zoning and the Comprehensive plan.

**QUESTION 2:**

**(a)** Would the referenced Business-to-Government program (Sub-section 3.3 / "Scope of Work" / page 3-3) be in addition to Fulton County's existing vendor outreach and training activities? **(b)** If so, what is the scope of B2G activities the consultant would be expected to implement?

**ANSWER 2:**

- a. The scope of activities would be in addition to Fulton County's existing outreach.
- b. The consultant would be expected to develop and implement B2G strategies that enhance the recruitment and retention of Businesses in South Fulton.

**QUESTION 3:**

Can you direct us to where we can access the "Fulton Industrial Redevelopment Framework" referenced in the "Scope of Work" (Sub-section 3.3 / page 3-3)?

**ANSWER 3:**

Contact Michelle Macaulay at (404) 612-8052 or [michelle.macauley@fultoncountyga.gov](mailto:michelle.macauley@fultoncountyga.gov) for access to the "Fulton Industrial Redevelopment Framework."

**QUESTION 4:**

Can you enumerate the expected components of the "*Property and Business Inventory Report*" referenced in Sub-section 3.3 / "Scope of Work" (page 3-4)?

**ANSWER 4:**

The expected components include vacant space by type and description, amenities and cost per square foot.

**QUESTION 5:**

Can you enumerate the economic development "*Records Management Functions*" referenced in Sub-section 3.3 / "Scope of Work" (page 3-4) that the consultant would be expected to oversee?

**ANSWER 5:**

The expected oversight includes all records associated with recruiting and retaining businesses.

**QUESTION 6:**

Several responsibilities set forth throughout the "Scope of Work" would require that the consultant incur expenses related to local travel and use of time. These responsibilities also would require that the consultant be apprised of dates well enough in advance to avoid scheduling conflicts as they might pertain to the consultant's other client commitments. (Examples of these responsibilities include "participate in trade shows;" "be available to respond to economic development inquiries during normal business hours;" "represent economic development function in community meetings, presentations and hearings;" and "attend appropriate staff meetings.") Can you provide a calendar of events that covers the initial twelve-month contract term that will enable Proposers to develop a Cost Proposal that accurately accounts for the time and expenses associated with these activities (and that would facilitate this type of advance planning)?

**ANSWER 6:**

Not available at this time.

**QUESTION 7:**

What are Fulton County's plans for how the scopes of work in this RFP and the RFP issued by the Economic Development Department for a Comprehensive Economic Development Strategic Plan and Target Market Analysis for South Fulton (#11RFP97525YB-BR) and two selected consultants (if they are not the same) will relate to each other?

**ANSWER 7:**

They relate to each other in the sense that one project compiles data which can be used to develop strategies for future improvements; the other project involves recruiting qualified individuals to implement those strategies.

**QUESTION 8:**

Please confirm our understanding from the pre-proposal conference that this project will report directly to the new countywide economic development division staff (who will report to the county manager). How do you anticipate the selected consultant's work will relate to the work of the new Fulton County Division of Economic Development?

**ANSWER 8:**

Yes, this project will report directly to the new countywide economic development staff. As for who will report to the County Manager, that will be determined at a later date.

**QUESTION 9:**

At the pre-proposal conference the scope of work was positioned as a "work plan" that the consultant will produce for the economic development division; how do you envision the implementation-focused bullets from the RFP being addressed in a work plan? For example, one of the bullets on page 3-4 of the RFP states, "initiate and implement economic development projects."

**ANSWER 9:**

The County is asking that the proposer present their plan as to how they will to accomplish the bullets listed in the scope of work; therefore, how the plan is implemented is up to the proposer providing that their plan fits in with the County's time line and meets the County's expectation for this project.

**QUESTION 10:**

The outstanding Comprehensive Economic Development Strategic Plan and Target Market Analysis for South Fulton (#11RFP97525YB-BR) included the development of a business retention and expansion program plan; how do you anticipate that work will relate to this RFP's work represented by the bullet "develop a business retention plan which includes a coordinated business call and visitation program designated to keep employers and jobs in unincorporated South Fulton County and help facilitate employer expansion?"

**ANSWER 10:**

The intention of the first project "***Comprehensive Economic Development Strategic Plan and Target Market Analysis for South Fulton (#11RFP97525YB-BR)***" is to compile data and to create strategies based on that data as to how to improve the economy in South Fulton. The target analysis should help the consultant visualize the current market situation in South Fulton and how to improve. The second project "***Economic Development Consultant Services for South Fulton 12RFP1212012CMB-TR***" is intended for the purpose of hiring a qualified firm to function as staff to use data and to carry out the strategy from the 1<sup>st</sup> project to accomplish the objectives outlined in the 2<sup>nd</sup> project.

**QUESTION 11:**

What is the anticipated start date for this project?

**ANSWER 11:**

This will be determined after the Fulton County Board of Commissioner's has awarded the Project.

**QUESTION 12:**

Under Section 3-3 on page 3-2, does the term "serve economic development staff" mean provide technical assistance to the County's staff or serve as the County's economic development staff?

**ANSWER 12:**

The awarded vendor will serve as the County's Economic Development staff.

**QUESTION 13:**

What was the logic behind adding implementation tasks to strategic plan development tasks (which were the focus of the County's last RFP on the same subject) at this time, given that the specific nature of needed implementation services cannot be appropriately determined or priced until an actual plan is developed and approved?

**ANSWER 13:**

They relate to each other in the sense that one project compiles data which can be used to develop strategies for future improvements; the other project involves recruiting qualified individuals to implement those strategies.

**QUESTION 14:**

Is the County expecting respondents to include on their teams, personnel/subcontractors who are qualified to "develop marketing and promotional materials for South Fulton" (page 3.3) as well as prepare cost estimates for this task and a scope of work to implement a marketing campaign - prior to developing the strategic plan and defining the direction and appropriate elements of such a campaign?

**ANSWER 14:**

Yes

**QUESTION 15:** Per 2.5, when bidding on this RFP, should our bid be based on the "Commencement Term of 1yr", a 3 year total contract or each of the 3 year as separate pricing?

**ANSWER 15:**

Please see Cost Proposal form on page eight (8) of this addendum.

**QUESTION 16:** When will the evaluation and awarding of the contract occur?

**ANSWER 16:**

The evaluation of this proposal will begin once proposals are received and will be evaluated by a Vendor Selection Committee who will make a recommendation to the Fulton County Board of Commissioners.

**QUESTION 17:** Define what you consider a subcontractor?

**ANSWER 17:**

A subcontractor is an entity that is hired by the Prime Contractor to perform work on the subsequent project. Fulton County doesn't pay the Sub-Contractor; the Sub-Contractor is paid by the Prime Contractor.

**QUESTION 18:** Will the proposer have access to all of the county data from Department of Development, Housing, etc. during the term of the contract?

**ANSWER 18:**

Yes

**QUESTION 19:** Some of the activities may require out-of-state travel. How that should be considered in pricing proposal?

**ANSWER 19:**

See Cost Proposal form on page eight (8) of this addendum.

**QUESTION 20:** When conducting community forums, which will be responsible for funding, notification, etc.? If the proposers, is there an expectation of the #?

**ANSWER 20:**

All cost should be included in your Cost Proposal form on page eight (8) of this addendum.

**QUESTION 21:** Although most of the deliverables appear to focus on economic data, socioeconomic and strategic planning, one of the key qualifications is appraisal experience. Why is that?

**ANSWER 21:**

Please see addendum #1 for corrections.

**TO ALL PROPOSERS:**

- *Submit your pricing for this project using the Cost Proposal Summary Sheet provided on page eight (8) of this addendum.*
- *Fulton County will provide office space to the awarded vendor on this project. The space will include computers and phone lines.*

**COST PROPOSAL FORMS**  
 (SUBMIT IN SEPARATE SEALED ENVELOPE)

<b>Position Title</b>	<b>Hourly Rate</b>	<b>Estimated No. Of Hours</b>	<b>Total Fee</b>
			\$ _____
			\$ _____
			\$ _____
			\$ _____
			\$ _____
			\$ _____
			\$ _____
			\$ _____
<b>Totals</b>			

Cost for year two (2)	\$ _____
Cost for year three (3)	\$ _____
<b>Total</b>	\$ _____

(If additional space is required, include a separate sheet marked as price proposal page 2, etc.)

**TOTAL NOT TO EXCEED PRICE FOR ENTIRE PROJECT: \$ \_\_\_\_\_**

**PRICE IN WORDS: \_\_\_\_\_**

**NOTE:**

**Total cost shall be inclusive of all projected expenses, including but not limited to transportation, meals, lodging, long distance calls, photocopying services, etc.**

ACKNOWLEDGEMENT OF ADDENDUM No. 3

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Department of Purchasing & Contract Compliance, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time **Tuesday, February 28, 2012, at 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 3, \_\_\_\_\_ day of \_\_\_\_\_, 2012

\_\_\_\_\_  
Legal Name of Bidder

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Title