

Town of Pulaski

Request for Qualifications for Consultant Services
Downtown Program Manager



PULASKI
WHERE YOUR NEW PATH BEGINS

**ADVERTISEMENT FOR A
REQUEST FOR QUALIFICATIONS
Downtown Program Manager**

The Town of Pulaski is accepting submittals of qualifications for an experienced individual to move the Town of Pulaski's Downtown Organization, Pulaski On Main, to the next level. A detailed RFQ can be obtained from:

Nichole Hair, Deputy Town Manager
42 1st Street, N.W.
Pulaski, VA 24301
nhair@pulaskitown.org
(540) 994-8610

Proposals must be submitted to: Town of Pulaski, 42 1st Street NW, Pulaski, Virginia 24301 or emailed to nhair@pulaskitown.org with the subject line Downtown Program Manager no later than 3 p.m. on Monday, November 27, 2017.

The Town of Pulaski is an Equal Opportunity Employer. The Town also encourages all small and minority-owned firms and women's business enterprises to apply.

REQUEST FOR QUALIFICATIONS

Downtown Program Manager

Overview

The Town of Pulaski is seeking an experienced individual to manage the Town of Pulaski's Downtown Organization, Pulaski On Main. The selected candidate will work as a consultant for the Town of Pulaski. If or when, a Board of Directors is established, the Program Manager will be principally accountable to the Board of Directors, led by its chairperson.

The Downtown Program Manager will promote downtown activities, educate businesses, serve as a listener, collaborator, clearinghouse, visionary, facilitator and coordinator based on the four points of the Main Street Program (organization, promotion, design, and economic restructuring). The Downtown Program Manager will encourage public awareness of the program activities.

The Downtown Program Manager is anticipated to be a part-time position, responsible for the coordination of all project activities within the downtown revitalization program to promote economic development and historic preservation. Additionally, the Downtown Program Manager will represent the community locally, regionally and nationally, as needed.

Required Qualifications

The preferred candidate for this position should have education and/or experience in one or more of the following areas: architecture, historic preservation, economics, finance, public relations, design, journalism, planning, business administration, public administration, retailing, volunteer or nonprofit administration, and/or small business development. The Downtown Program Manager must be sensitive to design and preservation issues, and must be entrepreneurial, energetic, imaginative, well organized, and capable of functioning effectively in an independent situation. Supervisory skills are desirable.

Preferred/Desired qualifications include:

- Excellent oral and written communication skills
- Dynamic self-starter
- Marketing or advertising skills
- Knowledge of downtown public and private sector issues
- Knowledge of the Main Street approach
- Excellent organizational skills
- Professional economic development experience strongly
- Historic preservation skills
- Experience in administrative management
- Strong computer skills including word processing, PowerPoint, and spreadsheet applications
- Familiarity with small towns of less than 10,000 in population, including but not limited to the Town of Pulaski, the New River Valley, and Southwest Virginia.

Project Background and Job Responsibilities

In 2016, the Town of Pulaski received two grant awards from the Virginia Department of Housing and Community Development (VDHCD); a Building Entrepreneurial Economies (BEE) grant and a Planning Grant utilizing Community Development Block Grant (CDBG) funds for revitalization efforts in Downtown Pulaski. These grants were utilized to 1) create cohesion between downtown organizations; 2) complete the Pulaski Community “U” process of forums and seminars on the Future of Downtown Pulaski; 3) develop a community supported Downtown Vision; 4) develop an Economic Vitality and Restructuring Plan; 5) eliminate slums and blight by the rehabilitation and adaptive reuse of existing downtown structures; 6) develop public amenities and other infrastructure to improve the visitor and retail traffic and general economic atmosphere in Downtown Pulaski; and 7) potentially assist residents with housing needs in Downtown Pulaski.

In March of 2017, the Town of Pulaski submitted a Community Improvement Grant (CIG) to the VDHCD for façade improvements in Downtown Pulaski. As part of the CIG submission, a Downtown Vision and an Economic Vitality and Restructuring Plan were developed in conjunction with the Master Development Plan, encompassing the construction of public and private improvements necessary to the revitalization of Downtown Pulaski.

The Downtown Program Manager will manage the Town of Pulaski’s Downtown Organization, Pulaski On Main, coordinate project activities to promote economic development and historic preservation, and represent the Town at Main Street Program initiatives locally, regionally and nationally.

Specific job responsibilities associated with this position include, but are not limited to:

- Provide leadership, coordination, and support to collaborating organizations and volunteers focusing on business development in Downtown Pulaski, including holding monthly meetings,
- Promote Downtown Pulaski initiative by building and maintaining relationships with partners, business owners, and property owners, developing reports and marketing materials, and maintaining a social media presence,
- Provide direct support to potential and existing Downtown Pulaski businesses by connecting them with the appropriate resource partners, tracking their progress, and following up with them on a regular basis,
- Replicate the Main Street approach (whether or not seeking designation),
- Experience in successful fundraising and grant writing
- Attract additional investment in Downtown Pulaski.

Qualifications Submittal Process

The following section outlines the process for submittal and review of qualification packages:

Inquiries

All inquiries related to this RFQ are to be directed, in writing, to:

Nichole Hair

nhair@pulaskitown.org

Closing Date

Responses must be received before 3:00 p.m. EST on Monday, November 27, 2017.

Responses may be mailed or emailed to:

Nichole Hair, Deputy Town Manager

Town of Pulaski

42 1st Street NW

P.O. Box 660

Pulaski, VA 24301

nhair@pulaskitown.org

Late responses will not be accepted. Questions and clarifications must be received by Monday, November 20, 2017 to receive a response.

Qualifications Review Committee

The review committee will consist of representatives from the Town of Pulaski Town Council, Town of Pulaski staff, and New River Valley Regional Commission.

Review and Selection

The review committee will check responses against the evaluation criteria provided below. Responses not meeting all mandatory criteria will not be considered for review. Qualified respondents will be asked to participate in an interview with the selection committee.

Signed Responses

Hard copy responses must be signed by the principal respondent.

Acceptance of Responses

This RFQ is not a binding agreement to purchase service. Responses to this RFQ are assessed in light of the qualification review criteria. Qualified respondents will be notified if selected to participate in an interview. The Town of Pulaski reserves the right to waive the process of conducting initial interviews. The firm or individual that best meets the criteria may be contacted for an interview to negotiate the final scope of services and related fee schedule. If a mutually agreed upon contract is not reached, negotiations will begin with the next most qualified firm or individual. The contract will be a fixed-fee contract for specified work tasks. Payments to the firm or individual will

be based on costs incurred and work tasks completed. Each responding firm or individual will be notified of final selection.

Evaluation Criteria

If interviews are held, the most highly qualified candidates will be invited for a personal interview. Respondents will be evaluated by the qualifications review committee according to the following criteria:

- Qualifications and experience as demonstrated in the resume and letter of interest
- Experience with the type of projects and qualifications noted in this RFQ
- Proven capacity to deliver the project requirements
- Quality of writing sample(s) provided
- Quality of professional references

Submittal Requirements

Submittals must be received no later than 3:00 p.m. EST on Monday, November 27, 2017.

Submittal packets must contain all of the following:

1. Letter of interest including a response to the qualification evaluation criteria
2. A resume outlining the respondent's experience
3. Sample written reports or other relevant example materials of work produced by respondent
4. Three professional references

The Town of Pulaski is an equal opportunity employer and does not discriminate on the basis of race, sex, political affiliation, or faith-based organizations. All responding firms or individuals shall comply with Federal Executive Order 11246.

Immigration Reform and Control Act of 1986

By submitting a signed proposal, the offeror certifies that it does not and will not during the performance of any contract resulting from this RFQ violate the provisions of the Federal Immigration Reform and Control Act of 1986, which prohibits the employment of illegal aliens.