



**REQUEST FOR QUALIFICATIONS STATEMENT (RFQ)  
PROFESSIONAL CONSULTANT SERVICE  
COLLEGE TOWN ACTION PLAN  
FOR WINTHROP UNIVERSITY AND THE CITY OF ROCK HILL, SOUTH  
CAROLINA**

**Project Summary**

The City of Rock Hill and Winthrop University are requesting Statements of Qualifications from interested and qualified consultation firms for development of a **College Town Action Plan**.

The services will include a review of the Old Town Master Plan projects and development of an action plan to transform Rock Hill into a ‘true college town’ linking Winthrop University to downtown and the Cherry Road corridor.

A successful College Town Action Plan will clearly address two deliverables and be equally weighted:

- Development of a conceptual design plan including attention to infrastructure issues and design components where the campus connects with the surrounding community.
- Development of a comprehensive marketing and economic development plan that will identify strategies, goals, objectives, and tasks for the College Town Action Plan.

**Purpose**

The purpose of this Request for Qualifications is to obtain information about consulting firms interested in providing expert professional, technical and advisory services to the City of Rock Hill and Winthrop University for this project. The information obtained will be utilized by the City of Rock Hill and Winthrop University to evaluate each interested firm for capacity to deliver the criteria outlined in this Request for Qualifications (RFQ)

## **Scope of Work**

To be considered for selection, the Consulting Company shall be qualified and capable to deliver the following services:

1. The plan will identify, with corresponding rationale, improvements that would physically link the University to downtown and the Cherry Road corridor.
2. The plan will identify engagement strategies for offering products and services attractive to the approximately 7,000 students and faculty members in this target market.
3. Develop a plan that identifies opportunities for the City and Winthrop to actively support, partner and expand the economic development of the Textile Corridor, Cherry Road and downtown.
4. The plan will seek to identify and evaluate attitudes and perceptions of neighborhood residents and the University community regarding the definition and implementation of a broader college town identity.
5. The plan will identify criteria that define successful college towns and will discuss indicators of applicability for Rock Hill and Winthrop University.
6. The plan will review all applicable City and University planning/studies and status of current plans/activities.
7. The plan will provide an assessment of Rock Hill/Winthrop's competitive advantages and disadvantages.
8. The plan will identify challenges and opportunities that implementation must address in order to be successful.
9. The plan will develop strategies and action steps to enhance the college town experience.
10. The plan will develop a timeline of activities, including concurrent City/Winthrop review/comment of proposed drafts, resulting in consensus-building among stakeholders concerning future direction and priorities.
11. The plan will provide a collaborative priority-driven action plan for implementation that is mutually beneficial for the City and University.

## **PROPOSAL FORMAT**

To facilitate review of your Statement of Qualifications by the City of Rock Hill, and Winthrop University it is requested that your submission conform to the following format:

1. **Coversheet:** List RFQ Statement, the name of your firm, and the name, address and telephone number of a contact person for questions concerning the proposal submitted.
2. **Experience of the Firm:** Provide a narrative of your firm's prior experience and qualifications in creating action plans for cities in becoming a successful college town. Provide a list of similar projects involving City/Town's and or University's. Also, please reference the experience of firm personnel in working with this type action plan and procedures.
3. **Project Team:** Provide a list of the project team members, including the office location where they currently work, that you propose to use and identify the responsibility of each team member. Provide a brief resume for each person listing specific similar project experience.
4. **References:** Provide the name, address and telephone number of at least two (2) references familiar with the quality of similar action plans developed by your firm of similar nature as contained in the above Scope of Work.
5. **Legal, Safety, Insurance, and Financial:** The Firm's submittal shall provide documentation of any history of litigation associated with project performance or professional liability during the past ten years. A statement or other information to describe the firm's general financial standing and current insurance coverage.
6. **Other Supporting Data:** Include any other information you feel to be relevant to the selection of your firm.

The entire Qualifications Statement must not exceed twenty five (25) pages; excluding the front and back covers, cover sheet, letter of introduction (maximum two pages). Qualification Statements exceeding 25 pages will be returned and not considered.

## **CRITERIA FOR REVIEW OF STATEMENT OF QUALIFICATIONS**

Criteria to be used in screening and ranking of the Statement of Qualifications and selection of the successful firm are as follows:

1. **Qualifications of the Firm, Including Firm Personnel:** Preference shall be given to those firms and personnel with experience and training in developing City/University economic action plans and implementation.
2. **Overall Qualifications of the Project Manager and Project Team:** Identify the Project Manager and Project Team who will be assigned to the project including office location. Preference shall be given to those with experience in items listed in the above Scope of Work and any familiarity with the region.
3. **Experience in Working with City/State Government and Procedures:** Preference shall be given to project team personnel (especially the project manager) with a demonstrated working relationship with City and State agency's, and possess a thorough understanding of this type action plan development and implementation
4. **Response Capability/Project Understanding:** Preference shall be afforded to those firms which in the opinion of the City of Rock Hill & Winthrop University will be able to adequately respond to requests for consultation meetings or plan administration requirements, and firms that have a detailed understanding of the action plan requirements and the local community's economic interest.

## **SELECTION OF THE CONSULTANT**

**Firms shall have no contact related to this project with City of Rock Hill or Winthrop's elected or appointed officials, members of the Rock Hill/Winthrop Boards or Commissions, or City of Rock Hill/Winthrop employees during this RFQ process.** Any such contact will subject the firm to immediate disqualification for consideration for this project.

All questions regarding this RFQ must be directed in writing concurrently to representatives of both entities or by e-mail to: Frank Keel, Old Town Economic Development Manager and Rebecca Masters, Assistant to the President for Public Affairs, at the address below no later than one week prior to the due date of the RFQ submittal. Questions later than one week prior to submittal of the RFQ will not be considered.

It is the intent of the City of Rock Hill/Winthrop University to appoint a committee to review the Statement of Qualifications submitted and select, based on the criteria requirement contained in this RFQ, a Number 1 ranked firm.

## **CONTRACT**

After all the Statement of Qualifications have been screened and ranked by the City of Rock Hill's and Winthrop University's Selection Committee, the top three (3) ranked firms may be invited for interviews and to negotiate a contract with the City of Rock Hill & Winthrop.

A detailed scope of work will be developed and agreed to by the Consultant and City of Rock Hill/Winthrop. This detailed scope of work and associated fee will be incorporated as part of the contract.

## **TERMS AND CONDITIONS**

The City of Rock Hill & Winthrop University reserve the right to reject any and all submissions to this RFQ if it is deemed in the best interest of the City/University. The City/University assumes no responsibility for costs incurred in responding to this RFQ.

## **SUBMISSION OF QUALIFICATIONS STATEMENT AND CONTACT PERSON**

Qualifications Statement must be submitted concurrently no later than 2:00 p.m. on August 21, 2009 to:

Name: Frank Keel,  
Old Town Economic Development Manager

Address: PO BOX 11706  
155 Johnston Street  
Rock Hill, SC 29731

Tel: 803-326-3834  
Fax: 803-326-3845  
E-Mail: [fkeel@cityofrockhill.com](mailto:fkeel@cityofrockhill.com)

Name: Rebecca Masters  
Assistant to the President for Public Affairs  
114 Tillman, Winthrop University  
Rock Hill, SC 29733

Tel: 803-323-2225  
Fax: 803-323-3001  
E-Mail: [masters@winthrop.edu](mailto:masters@winthrop.edu)

A minimum of six (6) copies of the proposal documents are required.