



ECONOMIC DEVELOPMENT STRATEGY REQUEST FOR PROPOSALS

Proposal Due Date:

Friday, October 17, 2025 at or before 3 p.m.

Issued by:

City of Berkley
3338 Coolidge Hwy
Berkley, MI 48072

REQUEST FOR PROPOSALS (RFP) FOR DEVELOPMENT OF AN ECONOMIC DEVELOPMENT STRATEGY

The City of Berkley is seeking qualified consultants or firms to develop a comprehensive Economic Development Strategy that will guide the city's growth, attract investment, retain businesses, and improve overall quality of life for residents and visitors. The selection of the firm will be made by the City Council.

DESCRIPTION OF THE COMMUNITY

Berkley, population 15,352, is roughly 2.62 square miles in area and located in Oakland County, Michigan. The City is built out but, in recent years, has seen an uptick in residential and non-residential redevelopment. As the City welcomes new residents and businesses, it remains centered around a core vision and mission. Berkley strives to be a 21st Century community, rooted in strong neighborhoods and a walkable design, supported by a caring community that helps every resident, business and visitor flourish. The City strives to enhance its economic vitality and strengthen its economic corridors.

INTENT

The information contained in this Request for Proposals (RFP) is provided to give prospective responders background for completing their responses to this request. In reviewing proposals, consideration will be given to qualifications, experience, depth, breadth of services, responsiveness, and quality, in addition to hourly billing rates. The selected firm will be one whose services are judged to best serve the interests of the City of Berkley when billing rates, depth of experience, breadth of services, responsiveness, quality and delivery are considered.

The City of Berkley reserves the right to reject any or all submittals or any part thereof, and to waive any minor irregularities. A contract may be awarded to the Firm deemed to best serve the interest of the City of Berkley.

PROJECT OBJECTIVES AND SCOPE OF WORK

Certified RRC communities distinguish themselves from others by having a clear strategy that describes how they intend to attract investment and build tax base. Their strategies are rooted in relevant community planning documents and they execute deliberate initiatives that encourage investment while eliminating development and redevelopment obstacles. The economic development strategy should connect to the master plan, capital improvements plan and other relevant documents. In addition, it should align with the City's adopted Strategic Framework and the

Downtown Development Authority's Strategic Plan. At a minimum, the following items should be addressed:

- Identify local assets, locational advantages, potential business collaborations and other place-based characteristics;
- Establish economic development goals, that align with the City's adopted Strategic Framework, based on local opportunities and challenges;
- Effectively describe the community's role in the region and regional opportunities;
- Provide a compelling case for local real estate development and redevelopment opportunities;
- Recommend strategies for business retention, expansion and attraction with a specific focus on how to support entrepreneurs, pedestrian counts, incubators and second-stage businesses;
- Outline opportunities for entrepreneurship, small business support and innovation;
- Outline state and local programs that will support development that is consistent with the community's goals; and
- Describe specific implementation steps and responsible parties

The scope of work should include:

- A review of existing plans, studies and data sources with a focus on market and industry trends;
- Interviews and/or focus groups with key stakeholders (i.e. businesses, city staff, developers, etc.);
- Identification of short-, medium- and long-term strategies for economic growth;
- Identification of target investment opportunities;
- A written Economic Development Strategy; and
- A minimum of two meetings to present a draft and final document to the City Council and Downtown Development Authority board.

PROPOSAL FORMAT

Proposals should be prepared simply and economically providing a straightforward, concise description of the responder's ability to fulfill the needs of the City of Berkeley. To be considered, each firm must submit a response to the RFP in the following format:

- 1) Cover Letter;
- 2) Firm Background and Qualifications;
- 3) Relevant Experience (with examples of similar projects);
- 4) Project Approach and Methodology;

- 5) Proposed Work Plan and Timeline;
- 6) Team Members and Roles; and
- 7) Cost Proposal
- 8) **Completion of required forms provided by the City of Berkley:**
 - a) [Non-Discrimination Affidavit](#)
 - b) [Vendor References](#)
 - c) [Non-Collusive Affidavit](#)
 - d) [Conflict of Interest Disclosure Form](#)
 - e) [Hold Harmless and Indemnity Form](#)
 - f) [Iran Business Relationship Affidavit](#)

REVIEW OF SUBMISSIONS

All submissions or parts thereof become public records of the City of Berkley and are subject to the Michigan Freedom of Information Act. Responses to the RFP will be reviewed by the City staff with a final recommendation made to the City Council. All proposals submitted may be subject to clarifications and further negotiation. All agreements resulting from negotiations shall be documented and included as part of the final Professional Services Agreement.

EVALUATION AND SELECTION PROCESS

Selection of a firm will be made at the sole discretion of the City Council, which reserves the right to accept or reject any and all proposals. The City will evaluate the proposals based upon a firm's ability to provide the service required, qualifications of personnel assigned, compatibility of submission with items requested, reference analysis from other communities, and past experience of the firm or individual with the City of Berkley and/or similar units of local government.

The evaluation will be based on the criteria described above and an evaluation of the following:

- 1) Experience and Qualifications;
- 2) Demonstrated understanding of the scope of services being requested; and
- 3) Cost for Services as outlined.

QUESTIONS PERTAINING TO REQUEST FOR QUALIFICATIONS

All questions regarding this Request for Proposal shall be submitted via email on or before October 10, 2025 and should be addressed to Community Development Director Kristen Kapelanski at kkapelanski@berkleymi.gov. Should any respondent be in doubt as to the true meaning of any portion of this RFP, or should the respondent find any ambiguity, inconsistency or omission therein, the respondent shall make an emailed request for an official interpretation or correction.

SUBMISSION

All responses to this RFP are due and must be emailed to the Community Development Director on or before **Friday, October 17, 2025 at 3 p.m.** Responses must be clearly marked: "RFP for Economic Development Strategy" and show the respondent's name and address. Proposals should be emailed to the attention of:

Kristen Kapelanski
Community Development Director
kkapelanski@berkleymi.gov

All proposals will be opened on the due date and no immediate decision will be rendered.

CONTRACT INSURANCE REQUIREMENTS

During the contract period, the consultant shall provide and maintain, at their own expenses, all insurance set forth in the Professional Services Agreement.

DISCLOSURES

Under the Freedom of Information Act (Public Act 442 of 1976 as amended), the City is obligated to permit review of its files if requested by others. All information in a respondent's proposal is subject to disclosure under this provision. This act also provides for a complete disclosure of contracts and attachments thereto.

COST LIABILITY

The City assumes no responsibility or liability for costs incurred by the consultant prior to the execution of a Professional Services Agreement. The liability of the City is limited to the terms and conditions outlined in the Agreement. By submitting a proposal, respondent agrees to bear all costs incurred or related to the preparation, submission and selection process for the proposal.

AWARD PROTEST

All proposal protests must be in writing and filed with the City Clerk within five (5) business days of the award action. The respondent must clearly state the reasons for the protest. The protest shall be reviewed by the City Manager or designee whose decision shall be final.

RESERVATION OF RIGHTS

- 1) The City reserves the right in its sole and absolute discretion to accept or reject any or all RFP responses, in whole or in part, with or without cause.
- 2) The City reserves the right to waive, or not to waive, informalities or irregularities in the RFP process, and to accept or further negotiate cost, terms, or conditions of any proposal determined by the City to be in the best interests of the City even though not the lowest fee proposal.
- 3) The City reserves the right to request additional information from any or all respondents. The City reserves the right not to consider any proposal which it determines to be unresponsive and deficient in any of the information requested within RFP.
- 4) The City reserves the right to disqualify Firms that fail to respond to any requirements outlined in the RFP document.