



## Greater Southeast Management District / RFP-021319

Request for Proposals | Request for Proposals for Professional Services to Develop Business and Economic Development Initiatives relating to Commercial Retail, Office & Industrial Development and Strategic Business Development for Greater Southeast Management District-Houston Southeast (GSMD)

3/4/2019 – THIS SOLICITATION HAS BEEN CHANGED.  
ADDENDUM NO. 1

Issue Date: February 13, 2019  
Proposals Due: March 8, 2019

A download pdf-version of RFP-021319 is available at the GSMD website:  
[Houstonse.org](http://Houstonse.org)

Greater Southeast Management District – Houston Southeast  
5445 Almeda, Ste 503  
Houston, Texas 77006  
713-942-0500



**ACKNOWLEDGEMENT FORM**

**DESCRIPTION:** Request for Proposals for Professional Services to Develop Business and Economic Development Initiatives relating to Commercial Retail, Office & Industrial Development and Strategic Business Development for Greater Southeast Management District-Houston Southeast (GSMD)

**ACKNOWLEDGEMENT DUE:** 1:00 P.M., Tuesday, February 26, 2019

**PRE-SUBMITTAL MEETING:** 1:00 P.M., Monday, March 4, 2019

**PROPOSALS DUE:** 3:00 P.M., Friday, March 8, 2019

---

It is strongly recommended that interested and potential qualifiers complete this Acknowledgement Form and return to Greater Southeast Management District (GSMD) on or before 1:00 P.M., Tuesday, February 26, 2019 via fax (713-942-9882) email to [oletha@ostalmeda.com](mailto:oletha@ostalmeda.com).

GSMD will issue clarifications or additional information by addenda only to those firms and professionals returning this completed Acknowledgement Form. Submittals from firms and professionals not acknowledging the addenda may be considered incomplete and subject to disqualification.

A non-mandatory, pre-submittal meeting is scheduled for March 4, 2019 at 1:00 P.M. at GSMD offices, located at 5445 Almeda Road, Suite 502, Houston, TX 77004. Conference call information for the meeting will be provided at a later date to all firms and professionals who submit this form.

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No: \_\_\_\_\_

Fax No.: \_\_\_\_\_

Name (of Primary Contact): \_\_\_\_\_

Title (of Primary Contact): \_\_\_\_\_

Email Address (of Primary Contact): \_\_\_\_\_

Signature: \_\_\_\_\_

Signature Date: \_\_\_\_\_

*Deadline to submit Acknowledgement Form:* \_\_\_\_\_



## REQUEST FOR PROPOSALS

### **Professional Services to Develop Business and Economic Development Initiatives relating to Commercial Retail, Office & Industrial Development and Strategic Business Development for Greater Southeast Management District-Houston Southeast (GSMD)**

ISSUE DATE: Wednesday, February 13, 2019

PROPOSALS DUE: Friday, March 8, 2019

FORMAT: Hard copy and digital copy as a locked Adobe Acrobat Reader (pdf) file.

NUMBER OF COPIES: One (1) original hard copy – clearly marked – plus (6) hard copies  
One (1) digital copy, label CD-R or USB with Company Name

REFERENCE NO: **GSMD / RFP-021319**  
Display Reference No. in subject of digital copy email

SUBMIT TO: Oletha Jacobs  
Administrative Services Manager – GSMD  
[oletha@ostalmeda.com](mailto:oletha@ostalmeda.com)

Submittals delivered by telephonic, electronic, or facsimile media will not be evaluated.

The deadline for digital receipt of the proposal is no later than 3:00 P.M., Friday, March 8, 2019. Proposals received after 3:00 P.M., Friday, March 8, 2019 will not be evaluated. Respondents to this request may submit proposals at any time prior to the deadline. Failure to submit per the above guidelines may result in disqualification by GSMD.

NOTE: All A.M. and P.M. time references in this RFP are specific to Houston, Texas, Central Standard Time (CST).



**OVERVIEW:**

Greater Southeast Management District, also branded as Houston Southeast is requesting proposals to select qualified individuals, firms or teams to develop and execute initiatives relating to commercial retail, office and industrial development, including strategic business development. The intended goals are to attract sustainable commercial real estate development, evaluate and provide workable remedies to advance existing economic capacity, forecast viability of new business opportunities, and support overall strategic business development within Houston Southeast.

Houston Southeast is comprised of seven (7) distinct areas: Historic Third Ward, MacGregor, Museum Park, Hermann Park, Texas Medical Center, Universities and OST/Palm Center. Each area maintains a corridor that uniquely attract diverse national, regional, and local retailers in addition to entrepreneurs who desire to add to the economic vitality of our growing district.

These corridors are:

**Almeda Road  
Binz Street**

**(From US 59 to El Paseo Street)  
(From Main Street to Almeda Road)**

Almeda Road and Binz Street serve as Houston Southeast’s gateways to Downtown, they serve as connectors to the Museum District, the Texas Medical Center and Hermann Park

**Emancipation Ave**

**(From Prospect Street to Pierce Street)**

Historical lifeline of the District, home to Emancipation Park, Designated as a Texas Main Street by the Texas Historical Commission, future location of the CCPPI Affordable Housing Operations Center, and provides connection to EaDO and Dynamo Stadium

**Griggs Road  
Old Spanish Trail  
Martin Luther King Blvd**

**(From Scott Street to Long Drive)  
(From Fannin Street to Spur 5)  
(From IH 610 to Wheeler Ave)**

The corridors serve as connectors to businesses, and provides seamless travel from Palm Center to MacGregor Park, supports the METRORail home of the Purple Line that will transport riders directly to Hobby Airport

**Scott Street**

**(From Tristan Street to IH 45)**

Serves as the connectivity corridor for Texas Southern University and University of Houston



**PROFESSIONAL SERVICES TO BE PROVIDED:**

Greater Southeast Management District is requesting proposal that offer quantifiable solutions for the following objectives and services.

The desired qualified individual, firm or team will provide professional services that include:

- I. Produce a Comprehensive Land Use Vision and Strategy for Unused Commercial Real Estate**  
Practical land use and development concepts for activation of underutilized or unused commercial space including absentee owner commercial space, lots, and land unique to each corridor in tandem with communal impact and design
  - Identify best practices for land use protocols
  - Monitor and catalog ongoing real estate activity within the District, including parcels for sale, building permit applications and approvals, developer interest
  - Determine the current commercial vacancy rate and identify leasable vacancies together with data needed to market the space (i.e., ownership or contact person, gross/net square footage, number of floors and other pertinent information)
  - Prepare and implement a plan for lease of vacant commercial real estate
  - Identify, solicit and recommend prospective tenants in cooperation with tenant brokers to identify qualified tenant pools
  - Provide all other services as required in the normal course of business in managing a building leasing program to include but not limited to: negotiating lease terms and conditions, negotiating renewal terms, coordinating lease preparation and execution
  
- II. Strategy and Methodology**  
Develop a real estate action plan to foster development interest and inform potential developers of the vision for each unique corridor aligned with best practices and urban design standards relative to Houston Southeast
  - Foster developer interest in the District and market appropriate parcels to targeted developers
  - Facilitate communication between developers and the public to insure the needs and concerns of the community are heard and considered
  - Serve as a connector for land assembly, development deals, and purchase/finance negotiations
  
- III. Property and Business Owner Education Program Development**  
Activate strategic business development opportunities via pilot programs and collaborative information sessions with subject matter experts to facilitate strategic planning best practices that support business growth for existing businesses in the areas of: commercial lease negotiations, space planning, visual merchandizing, innovation and technology, tax planning, funding, and industry specific expertise (i.e manufacturing, restaurant, retail, etc.)

**ANTICIPATED PROJECT SCHEDULE AND TIME FRAME:**

Contingent on the selection of the preferred professional or firm and the subsequent approval by the Greater Southeast Management District Board of Directors at the March meeting, with services beginning immediately thereafter.



**BUDGET AND FEES FOR PROFESSIONAL SERVICES:**

Selections will be based on qualifications, availability of key individuals and proposed fees.

The proposed fee should be based on an initial (1) one year with renewal options.

Please include estimated reoccurring expense such as travel costs for which reimbursement will be sought from Greater Southeast Management District.

**PROPOSAL CONTENT:**

The submittal of Proposals must include a letter of interest and availability for any prospective professional or firm. The Proposal should concisely communicate the capability, experience, knowledge, methodology, and recruitment expertise of the professional or firm in their interpretation, analysis and refinement of the broad goals of this project, herein described; specifically, the strategy for recruitment and approach for implementation.

- 1) Letter committing key professional(s) to this assignment
- 2) Project approach and scope of work, which describes how consultant plans to accomplish the objectives
- 3) Relevant experience on similar retail recruitment projects
- 4) At least three (3) references
- 5) Proposed structure of fees and expenses for project

**PARTICIPATION OF MINORITY, WOMEN, and DISADVANTAGED BUSINESS ENTERPRISES (MWDBE):**

It is the policy of Greater Southeast Management District to encourage the growth of minority, women, and disadvantaged business enterprises (MWDBEs) by encouraging the full participation of MWDBE businesses in all phases of its procurement activities and affording those firms a full and fair opportunity to compete for contracts. MWDBE firms must be certified by the City of Houston, Houston Minority Business Council, and /or the Houston Women’s Business Council, or complete the requirements as outlined by the District (Exhibit 1). Certifications and/or supporting documentation should be included with the response.

**EVALUATION AND SELECTION CRITERIA:**

Qualifying professional or firms will be specifically evaluated and selected to interview based on the following equally-weighted criteria:

- Project approach and methodology
- Organizational structure, key personnel availability (M/WBE utilization)
- Past performance—exemplary work experience and references
- Proposed structure for and estimated fees and expenses

**NOTIFICATION PROCEDURES:**

All firms and professionals who submit for this RFP will be notified by email upon receipt of the submissions. Up to four (4) individuals and/or firms will be selected and notified for interview scheduling by ~~March 13, 2019~~ **the week of March 18-22, 2019**; selected qualifying firms and professionals, as interested and available, will be interviewed at Greater Southeast Management District office ~~March 14, 2019.~~ **the week of March 18-22, 2019.**



**QUERIES PRIOR TO SUBMITTAL OF PROPOSALS:**

Requests for clarification or additional information from potential qualifiers will be considered by GSMD through written request to [oletha@ostalmeda.com](mailto:oletha@ostalmeda.com) submitted on or before March 5, 2019.



**Professional Services to Develop Business and Economic Development Initiatives relating to Commercial Retail, Office & Industrial Development and Strategic Business Development for Greater Southeast Management District-Houston Southeast (GSMD)**

Calendar of Events – Exhibit 1

Publication of the RFQ	February 13, 2019
Acknowledgement Due	February 26, 2019
Pre-Submittal Meeting	March 4, 2019
Deadline for submitting questions for clarification	March 5, 2019
Deadline for submitting qualifications	March 8, 2019
Review Period for Submissions	<del>March 11-15, 2019</del> March 18-22, 2019
Screening and Evaluation Team recommendations to the District	<del>March 15, 2019</del> March 25, 2019
District Board to take action on contracting firm and authorize Interim Executive Director, Board Chair and Legal Counsel to negotiate and execute a contract, scope of work, fees and to issue Notices-to-Proceed	<del>Week of March 18, 2019</del> Week of April 8-12, 2019
Negotiation of contract, scope of work, and fees	<del>Week of March 18, 2019</del> Week of April 8-12, 2019
Issue Notice-to-Proceed	<del>Week of March 25, 2019</del> Week of April 15-19, 2019

**(The above calendar of events is tentative and subject to change)**