

## **City of Wells, Nevada Request for Qualifications**

The City of Wells, Nevada is inviting Statements of Qualifications from firms interested in assisting the City with evaluation and preparation comprehensive economic plan and report. The project will have financial assistance from the Nevada Community Development Block Grant Program.

All firms are advised that no obligation or commitments are incurred by the City in soliciting these Qualifications. Nor does this request commit the City to pay any cost incurred in the preparation or submission of Qualifications. Nor does this obligate the City of Wells to procure a contract for any service or supply. It is brought to your attention that the City of Wells is the only entity which can legally commit expenditures of funds in connection with the proposed contract. All firms must be licensed by the State of Nevada.

If you are interested in responding to this request, please submit ten (10) copies of your Qualifications, on or before Friday, October 9, 2015 at 2:00 P.M. to the

City of Wells

**P.O. Box 366  
525 Sixth Street**

Wells, Nevada 89835-0366

Envelopes containing qualifications should be clearly marked to identify their contents. Presentation aids are neither necessary nor encouraged. Qualifications will be evaluated entirely upon their technical content and completeness. Funding for this project has been provided by CDBG.

All inquiries regarding this request should be directed to Jolene M. Supp, City Manager, at 775-752-3120.

CITY OF WELLS

Jolene M. Supp  
City Manager

# CDBG Scope of Work

9/18/15

Objective: Create a strategic, comprehensive economic development plan that will help rebuild a town that has been devastated by a 2008 earthquake.

## Work Product:

### **Inventory Existing Assets**

Utilities: water, sewer, storm sewer, power, natural gas, broadband, warm/hot springs.

Human Capital: Assess the unemployed and underemployed in the area to see what skill sets and education they possess.

Existing Companies: Look at major employers and how they are positioned to grow.

Entrepreneurship: Evaluate the existing climate for starting and sustaining a new business. Determine whether there is proper capital access and market potential for entrepreneurs to be successful.

Existing buildings and land: Examine the existing inventory of buildings to develop a re-use strategy involving historic preservation and downtown core redevelopment. Determine which buildings and land are well-positioned for purchase and redevelopment and which land is available.

1. Inventory city for useful life and stability of buildings, capacity of utilities, land size, vegetation, warm/hot spring water, etc.
2. Identify underutilized and damaged historic buildings to determine if and how they can be preserved, renovated, and adapted for reuse.
3. Analyze historic architecture and uses and develop a plan to maintain the historic sense and feel of the downtown.
4. Determine a design plan to ensure that renovation and development within the downtown maintains character.

Blight: Examine existing blight in the area and develop a strategy for removal/redevelopment. Determine if establishing a redevelopment agency would be beneficial to this effort.

Competitive advantages: Identify existing and potential competitive advantages that can be utilized in redevelopment efforts.

### **Data Collection and Analysis**

1. Assess the employment needs of the local labor force with specific regard to LMI persons.

2. Evaluate the labor force with regards to population, wages, unemployment/underemployment, income, workforce characteristics, education, training opportunities, etc.
3. Analyze the local economic development support base including capacity, interstate and highway traffic, location and age of infrastructure, and quality of life indicators.

### **Tenant Recruitment Plan**

1. Develop a list of companies to target for recruitment that fit within the cluster(s) identified in the City's Downtown Core Economic Vision report.
2. Ensure that companies targeted for recruitment to the project employ LMI persons.
3. Determine if a job incubator and/or job accelerator would benefit tenant recruitment efforts by supporting LMI entrepreneurs.
4. If a job incubator and/or job accelerator is determined to be a benefit to tenant recruitment, develop an implementation plan.
5. If a job incubator and/or job accelerator is determined to be a benefit to tenant recruitment, find space that can feasibly be utilized and recruit management to operate the incubator.

### **Regional Traffic Creation Strategy**

1. Assess the assets, history, resources, and characteristics of the project area that make it unique and desirable for businesses.
2. Determine a strategy to capitalize on those unique characteristics to develop a unique brand for the project area.
3. Calculate the expected increase in tax revenue and jobs (including jobs for **LMI** persons) that can be created by implementing the strategy.
4. Implement the strategy through marketing, recruiting, and increasing the unique brand.
5. Establish if the use of warm/hot springs in a destination attraction would be feasible – for heating, or as a water-based attraction, or in some other use – and if it would drive traffic and create jobs for **LMI** persons within the city by conducting a feasibility study for such a use.
6. If the use of warm/hot springs is determined to be feasible for a specific project, work with developers to enter into a developer agreement.

### **Moderate Income Housing Plan**

1. Inventory existing rental housing units and determine needs for LMI Housing and other types of housing.
2. Project housing demand and needs with specific regard to imbalances and trends for LMI persons.
3. Catalog available development sites within the project area that could be used for housing projects.
4. Determine feasibility of housing projects within the project area allowing for rental units for LMI individuals.
5. Calculate proforma financials for probable development and write presentations that can be used to attract developers.
6. Inventory funding sources to lower the cost of developments to allow for a greater number of units for LMI persons.

7. (α) Utilize the housing plan to recruit developers to build housing, and begin implementation of the housing plan.

### **Implementation**

The Strategic Plan will be implemented by professionals to catalyze development and job creation. At least one project of a value in excess of \$4 million will be arranged that will also create at least 15 full-time equivalent (FTE) jobs.

1. Begin implementation by mining contacts, utilizing networks, marketing to prospective companies, and cold calling.
2. Recruit developers to the major project and obtain signed developer agreements when necessary.
3. Attract companies to operate the destination attraction, ensuring that they will hire LMI persons.
4. Ensure that 15 full-time equivalent jobs (at a minimum) are being created for LMI persons by delivery of final report.