



# Commissioners of Leonardtown

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DANIEL W. BURRIS  
Mayor

LASCHELLE E. MCKAY  
Town Administrator

## Economic Development Vision Plan for Leonardtown Request For Proposal

### Introduction

The Commissioners of Leonardtown are soliciting proposals to assist the town in defining its vision, mission, and core values for marketing and economic development. The company will be required to conduct focus groups with key stakeholders. The goal of this project is to engage the town and its stakeholders to fully develop a strategic direction for future economic growth.

### Background

Leonardtown is the only municipality in St. Mary's County, Maryland. Established in 1708, Leonardtown is steeped in history. The Town experienced a downturn in its downtown traffic in the late 1980's thru the late 1990's after the Rt. 5 bypass was built and took the traffic around the town instead of through the town. Officials have worked hard to retain key anchor businesses, improve pedestrian amenities, revitalize its waterfront, be designated an Arts and Entertainment District and foster a strong small business atmosphere. Leonardtown is now experiencing new growth, especially residential, and is looking for ways to attract more retail and small businesses into the downtown. There are a number of thriving restaurants and several Art related businesses that have been established downtown as well as a number of small shops.

### Scope of Services/Deliverables

The scope of the services for this contract shall include developing a customized on-line survey instrument and conducting a large focus group or smaller focus groups with targeted audiences in Leonardtown, Maryland. The successful firm shall conduct the market research services within the project timeline stipulated. The services provided by the successful firm shall consist of the following minimum requirements:

- 1) Review current data and survey materials.
- 2) Meet with designated town staff to receive feedback, recommendations, and to obtain clear direction of the goal for the focus group(s). The Town will provide the list of participants for the focus group(s).
- 3) Conduct a total of one to three focus groups consisting of approximately ten to twenty (10-20) target respondents in each group.

- 4) Develop an online survey instrument that meets the town's requirements.
- 5) Collect, analyze, and summarize data gathered from the focus groups and the online survey instrument results.
- 6) Develop with the working group a Vision Statement, Mission Statement and a list of core values derived from the data collected.
- 7) Provide a final narrative report including perceptions, marketing recommendations, and outcomes to the town. The final report must, as a minimum, include an executive summary, detailed project research descriptions, and detailed graphic representations of significant findings.
- 8) Provide a copy of the final report electronically and raw findings for the town to make copies as needed. Fully annotated data files resulting from the study shall be contained in the document.
- 9) Deliver oral presentation(s) of the research findings presented in the final report to the town.

### **Selection Criteria**

- Overall approach and response to the RFP
- Demonstrated understanding of the RFP
- Applicable experience-performance on past projects
- Qualifications and track record
- Experience with municipalities
- Personnel and technical expertise
- Detail of service to be provided
- Project innovations: ideas or suggestions
- Overall value based on price, experience and deliverables
- References

### **Time to Completion**

Project completion within 120 days from award of contract.

### **Deadline to Apply**

All proposals are due to the Commissioners of Leonardtown, POB 1, Leonardtown, MD 20650 by 2:00 p.m. Monday, March 2, 2015 to be considered.

## **Questions**

If you have questions regarding this RFP please forward them via email to Laschelle McKay, Town Administrator, [laschelle.mckay@verizon.net](mailto:laschelle.mckay@verizon.net).

Questions and/or addenda will be provided to individuals who request being on the automatic update list by providing their contact information to the email listed above.

## **Electronic Submission**

Please submit your electronic submission to [Leonardtown.commissioners@verizon.net](mailto:Leonardtown.commissioners@verizon.net) by 2:00 p.m., March 2, 2015.

## **Hard Copy Submission**

Please submit hard copy submissions to Commissioners of Leonardtown, POB 1, 41660 Courthouse Drive, Leonardtown, MD 20650 Attention: Laschelle McKay and label as Leonardtown Economic Development RFP.