



1804 Scott Road, Ste 101 • P.O. Box 872  
Freeland, WA 98249

Phone: 360-331-5494 Fax: 360-331-5414  
[www.portofsouthwhidbey.com](http://www.portofsouthwhidbey.com)

## **Request for Qualifications and Proposals**

**To:** Prospective Consultants  
**From:** Port Executive Director Angi Mozer  
**CC:** Port Clerk Molly MacLeod-Roberts  
**Date:** August 3, 2015  
**Re:** Request for Qualifications and Proposal for Market Study in Clinton, WA

---

The Port District of South Whidbey Island (Port) is seeking a qualified consultant to conduct a market study for Clinton, WA. Statements of Qualifications and Project Proposals must be received by the Port no later than 10:00 a.m. on Monday August 24, 2015. Documents may be emailed to [execdir@portofsouthwhidbey.com](mailto:execdir@portofsouthwhidbey.com), delivered to the Port office at 1804 Scott Rd. Suite 101, Freeland, WA 98249, or mailed to PO Box 872, Freeland, WA 98249. Documents received after the deadline will not be considered.

Please contact Port Executive Director Angi Mozer at 360.331.5494 or [execdir@portofsouthwhidbey.com](mailto:execdir@portofsouthwhidbey.com) with questions.

## **Background**

The Port's mission is to enhance the economic well-being of the community and improve public access to marine areas while respecting the unique rural character and environment of South Whidbey Island. The Port received Rural County Economic Development Funds from Island County to perform economic development activities in Clinton. Clinton Washington is an economically deteriorating commercial village on Whidbey Island, yet it has unique assets that could make it a socially and economically vibrant town center. "Downtown" Clinton boasts beautiful views and is located right up the hill from the ferry dock. The Clinton-Mukilteo ferry accommodates about 3.8 million riders per year. An independent market study is needed to figure out what types of businesses have the greatest chance of being successful, both by tapping into this market of ferry passengers and by accommodating Whidbey Island residents in Clinton in its current state of infrastructure, and to recommend infrastructure improvements that would most likely result in increased economic development in Clinton.

## **Scope of Work**

The goal of this market study is to complete an assessment of Clinton's economic market and climate, to project Clinton's future business development potential, to analyze the market sectors and shares, and describe business types most appropriate for Clinton.

Professional services associated with this project should include:

- Identification of market potentials in Clinton, specifically the "downtown" area of Clinton along State Route 525 closest to the Clinton Ferry.
- Quantification of future demand for the market segments listed above over a defined time horizon (five to ten years) in terms of square footage.
- Identification of infrastructure improvements required to accommodate the market segments listed above.

The final market study report should:

- Take into account the unique rural character of Whidbey Island and Clinton.
- Address specific relevant issues such as business mix, vacancies, competition from Mukilteo and other businesses in the general area on Whidbey.
- Include a strategy founded on the market research and analysis. This market strategy is intended to be a set of market-driven recommendations for retaining, expanding, and recruiting desired businesses.
- Identify appropriate mixed uses for Clinton and geographic clusters, if appropriate.
- Include recommendations for infrastructure improvements as necessary to attract businesses within the suggested market segments.

The project proposal should include a description of the research and analysis methods that will be used for the market study. Studies of this area have been conducted in the past, however these studies are very general in nature. (See the "Resources" section below.) An expert assessment of the types of businesses to target is required to focus the useful information gathered from these other studies and identify the specific infrastructure required to attract the type of businesses that will most likely thrive in Clinton.

## **Deliverables**

The consultant will assemble the Market Study Report into final documents for review. The consultant team will provide the Port with eight (8) hard copies of the complete Study, eight (8) large copies of each map (if necessary for legibility), and an electronic version of the plan in quality resolution PDF format.

## **Selection Criteria**

All Proposals will be reviewed using the following criteria, but are not limited by the following selection criteria:

- Experience with comparable projects and past performance with similar organizations
- Quotation of rates, fees or charges and other detailed cost-proposal or cost-breakdown information
- Familiarity with the local economy and the unique rural nature of Whidbey Island
- Project approach

## **Fee Submittal**

Interested firms are required to submit a flat fee cost proposal with hourly rates for any additional services. The Port's budget for this effort is \$30,000. Proposals in excess of this amount may be considered.

## **Submission of Proposals**

Firms wishing to provide professional services for this project must submit a formal, written proposal no later than Monday August 24, 2015 at 10:00 a.m. as indicated above. Firms must provide four (4) copies of the proposal. The following additional information should be included in the proposal:

- Name and qualification of market study team, including what work will be performed by each team member (e.g., data analysis, competition review, etc.).
- Earliest start date for the market research and report, estimated timeline to complete the project. The Port would like to complete this project in 2015.
- The proposal should include references of similar work, complete with names and contact information. Also include if possible samples of the final report delivered to those references.

## **Interview Process**

The Port may narrow the candidate pool base prior to interviews. Interviews will be conducted with the most qualified firms. The interview will consist of up to a 45-minute presentation by the consultant, and a question-and-answer session. The proposed key project personnel must participate in the interview. Only project personnel who will have an active key role in the project should participate in the interview.

## **Resources**

The following documents/resources will be available to the selected consultant, which may assist with the market study. Documents can also be made available upon request:

- Clinton Walkability Study (2007)
- Clinton SR 525 Issue Identification Summary (2008):  
<http://www.wsdot.wa.gov/NR/rdonlyres/B20608DF-CA45-45F5-87A2-6BF33ADD3205/0/ClintonIssueIdentification.pdf>
- Clinton Future Search Conference Proceedings (2012)
- Economic Trends in the Port of South Whidbey (2013)
- Island County Economic Development Council (for economic data)